THIS ISSUE: ANNUAL YEAR BOOK NUMBER

EDITOR & PUBLISHER

THE FOURTH ESTATE

SUITE 1700 TIMES BUILDING • NEW YORK • 42ND STREET AND BROADWAY

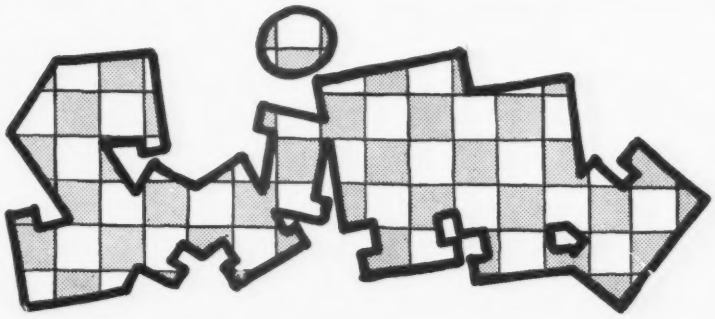
VOL. 73, NO. 4 | TWO SECTIONS | JANUARY 27, 1940 | SECTION ONE | 10c PER COPY

SMITTY'S NEWSPRINT UPKEEP

	Newsprint Cost
6 strips a week in News for 17 years	$267,716
6 strips a week in Tribune for 17 years	$162,316
1 tabloid page a week in News for 17 years	$262,650
½ Standard size page a week in Tribune for 17 years	$161,211
TOTAL	$853,893

USE THIS PRIZE LIST OF COMICS

Smitty	Terry & the Pirates
Little Orphan Annie	Dick Tracy
Gasoline Alley	The Gumps
Moon Mullins	Harold Teen
Winnie Winkle	Smilin' Jack



a million dollar comic . . !

When we call Smitty a million dollar comic, we are not boasting. We are not expressing an opinion. We are not indulging in loose verbiage or current slang. We are talking dollars and cents. The million has been spent. It has brought back an inestimable return in circulation, good will, advertising effectiveness, and advertising linage at the highest line rates in America.

Since Smitty started in 1922, The Chicago Tribune and the New York News have spent $853,893 simply for the newsprint Smitty was printed on. This does not include the freight. It doesn't cover artist's salary, office space, editorial supervision, engraving, ink, printing, taxes, pencils, drawing board, social security, and the infinite general overhead. Just the paper Smitty is printed on. And some folks think Hollywood spends money on productions!

Do you think a successful publisher would spend $853,893 for paper to print a questionable comic? Your money is as good as anybody's. Make it pay dividends. Buy Chicago Tribune-New York News comics.

CHICAGO TRIBUNE - NEW YORK NEWS Syndicate INC.

ARTHUR W. CRAWFORD, General Manager • NEWS BUILDING, New York • TRIBUNE TOWER, Chicago

Street Scene in JANUARY!

What, no overcoats? No snow? No slippery streets? No galoshes?

Certainly not! This is Miami, where Summer spends the Winter.

And yet it's just a few short hours from Grand Central Station.

Quite a country we have here . . . all sorts of climate, all types of industry, all kinds of business, all manner of sports . . . and the happiest, healthiest lot of people in the world.

We sell Straw Hats and White Shoes all year 'round . . . somewhere in this great land of ours. There's never a dull moment.

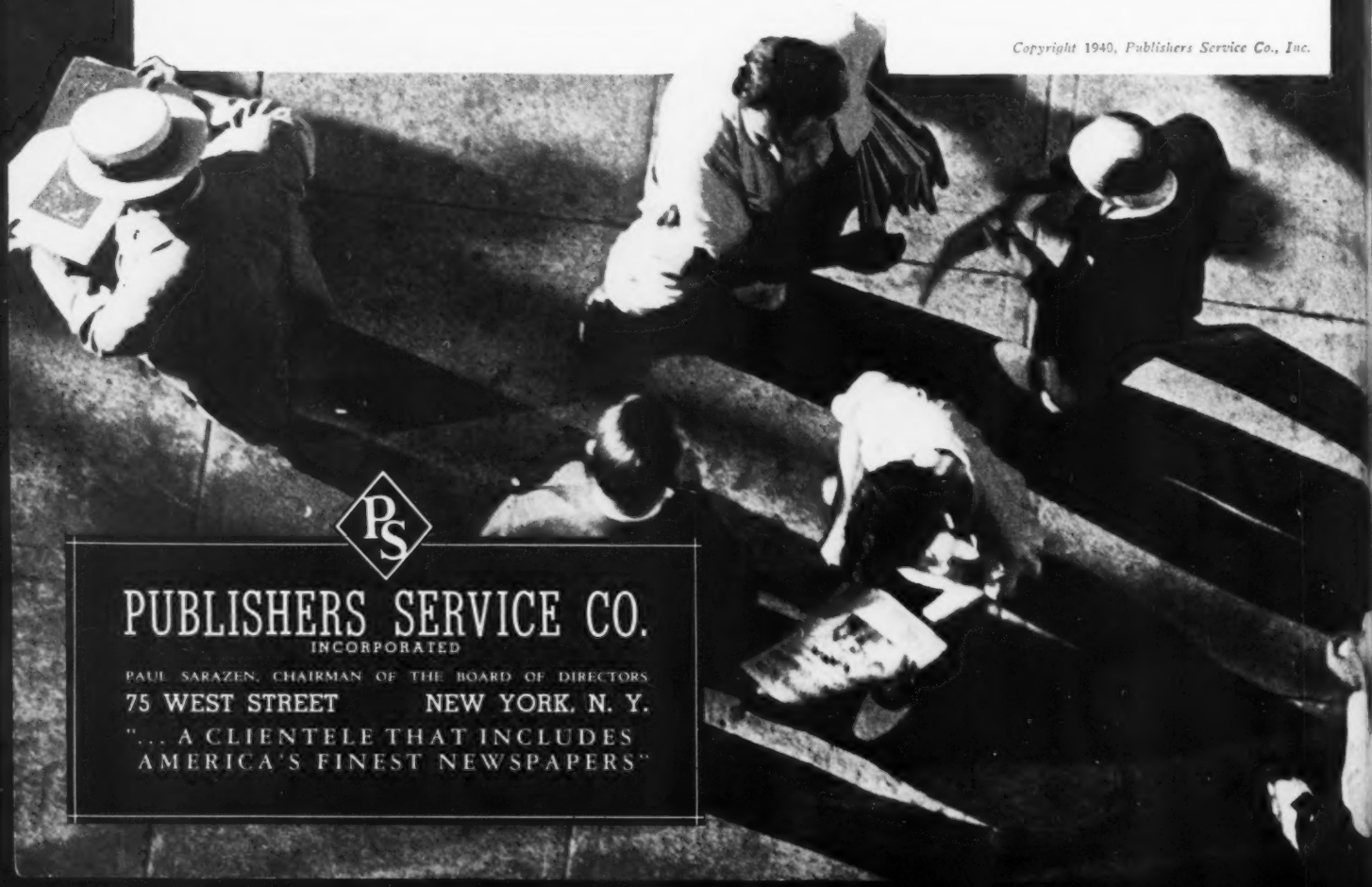
And the Newsboy might very well be selling papers at his corner, on a Summer day in Baltimore . . . or Cleveland or Chicago . . . instead of on the tip of Florida. We think there's quite a moral to the picture.

We think it shows the vastness of our opportunities . . . for living, for travel, for trade . . . for providing countless millions with the things they want and need . . . and the limitless possibilities for American businessmen who dare to dream beyond the narrow limits of their own four walls. We like that kind of dreaming . . . that kind of thinking . . . perhaps because our business is the most unusual of its kind in the world . . . and we've had the benefit of a very broad perspective.

Our clients tell us that we have a rare **objective** slant, and if you'll pardon us for saying so:

It's an old Publishers Service custom.

Copyright 1940, Publishers Service Co., Inc.



PS

PUBLISHERS SERVICE CO.

INCORPORATED

PAUL SARAZEN, CHAIRMAN OF THE BOARD OF DIRECTORS

75 WEST STREET NEW YORK, N. Y.

"... A CLIENTELE THAT INCLUDES AMERICA'S FINEST NEWSPAPERS"

Are you fighting a War . . . or just shooting off fireworks?

Marketing is war. Not for kids. The "BATTLE OF THE BRANDS" goes on every day in every marketplace. A relentless fight to win and hold position.

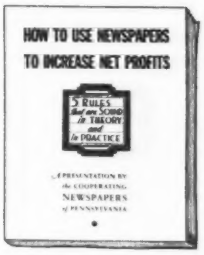
Do your sales maps show every single objective clearly marked? Does your strategy take into consideration the most effective use of every weapon at your command? Or are you "muddling through" in your marketing?

Is your shot and shell powder without lead? Are you entertaining your public with skyrockets, shooting stars and colored lights? Or do you leave fireworks to the frivolous and stick to the serious business of selling?

This serenade is for "sellers." To remind you that in fighting your war—in winning your war—you have at your command the most mobile and versatile of all armies—*newspapers.* They give you everything—from the massive barrage of the artillery—to the ground-taking and holding strength of the infantry. Under the right strategic direction—*used properly*—newspapers are unbeatable.

You can prove it in Pennsylvania. Blast away at your large metropolitan markets with the artillery of the big city dailies. Capture and hold every other city and town with the firm-fronted infantry of smaller dailies and selected weeklies. Don't forget, battles—since Caesar captured Gaul—have been won with the surging wave of infantrymen.

Mobilize your march on Pennsylvania now—*today!*



THIS NEW BOOK WILL HELP YOU

This new book, "How to Use Newspapers to Increase Your Net Profits" is *free* to national and sectional advertisers, wholesalers and jobbers, advertising agencies—and all people interested in moving merchandise. It is not full of promotion puffs or pretty pictures. It is a *workbook.* It has but one purpose—*profits.* Write one of the newspapers listed at the left, or ask any Pennsylvania newspaper representative for your copy.

PICK PENNSYLVANIA!

. . WHERE THESE PAPERS OFFER SUPERLATIVE SELLING AND SERVICE

Up to 5,000 Circulation

Aliquippa Gazette (E)
Ambridge Citizen (E)
Berwick Enterprise (E)
Bristol Courier (E)
Carlisle Sentinel (E)
Columbia News (E)
Doylestown Intelligeneer (E)
Greenville Record Argus (E)
Jeannette News-Dispatch (E)
Lansdale North Penn Reporter (E)
Lehighton Leader (E)
Monongahela Publishing Co.
Mount Carmel Item (E)
State College & Bellefonte Centre Times (E)
*Somerset Democrat
Tyrone Herald (E)
Vandergrift News (E)

5 to 10,000 Circulation

Beaver-Rochester Times (E)
Beaver Falls News-Tribune (E)
Bloomsburg Press (M)
Bradford Era (M)
Bradford Star & Record (E)
Bradford Herald (S)
Brownsville Telegraph (E)
*Selected Weeklies
Chambersburg Public Opinion (E)
Clearfield Progress (E)
Connellsville Courier (E)
DuBois Courier Express (M & E)
Franklin News Herald (E)
Indiana Gazette (E)
Meadville Tribune-Republican (M&E)
New Kensington Dispatch (E)
Oil City Blizzard (E)
Punxsutawney Spirit (E)
Stroudsburg Record (E)
Tarentum Valley Daily News (E)
Towanda Review (M)
Warren Times-Mirror (E)
Waynesboro Record-Herald (E)

10 to 25,000 Circulation

Altoona Mirror (E)
*Ardmore Maine Line Times
Butler Eagle (E)
Chester Times (E)
Greensburg Review Tribune (M&E)
Hazleton Plain Speaker (E)
Hazleton Standard - Sentinel (M)
Lebanon News-Times (E)
McKeesport News (E)
New Castle News (E)
Norristown Times-Herald (E)
Oil City Derrick (M)
Shamokin News-Dispatch (E)
Sunbury Daily Item (E)
*Upper Darby News
Washington Observer Reporter (M & E)
Williamsport Gazette - Bulletin (M)
Williamsport Sun (E)

25 to 50,000 Circulation

Erie Dispatch Herald (E&S)
*Germantown Courier
Johnstown Tribune Democrat (M&E)
Wilkes-Barre Times-Leader News (E)
Wilkes-Barre Record (M)

More than 50,000 Circulation

Allentown Call (M&S)
Allentown Chronicle (E)

PENNSYLVANIA'S

Pulse . . .

Purchasing power ratio (according to Business Week) at 107.5. U. S. average—105.3. Durable goods demand maintains high level, and overall prosperity picture gains even greater supporting strength from diversified consumer goods manufacturing. For remember, Pennsylvania has 23.4% of the nation's steel production—10% of its Process Industries production—10% of food production—32% of hosiery—and an extraordinarily healthy share of other lines of manufacturing. Remember, too, that Pennsylvania's 10 millions of people will have better than 5 billions of dollars to spend this year—1940!

"It's Cleveland's largest Club— and they're all Future Presidents"

FROM A LETTER TO THE CLEVELAND PRESS

THE NAMES OF *25,326 first year babies are found on the Cradle Roll of The Cleveland Press. There are 26,921 members of the Toddlers' Club. A total of over 52,000 pairs of parents who have been trained scientifically every month to rear their children properly.*

MRS. HERBERT S. MALLORY, *who conducts these departments, has devoted a long lifetime to the task of preparation. Besides her undergraduate studies at the University of Akron and her work for her Master's degree at the University of Michigan, she has undertaken special study at Boston Psychopathic Hospital, Tavistock Clinic, London, England, and study in psychoanalysis with Dr. Hans Von Hattingberg at Berlin University.*

HER CAREER *has been one of brilliant service. Director of the Social Service Department of the State Psychopathic Hospital at Ann Arbor, Michigan, Instructor in the Psychiatric Department in the University of Michigan's Medical School, she is now a special lecturer in the Department of Sociology and in the Extension Division of the University of Michigan.*

SHE IS *eminently qualified for the important trust reposed in her by The Cleveland Press and the parents of Cleveland's next generation.*

A BABY IS BORN, and with it is born a problem. For according to its early training, that child may grow to be a good citizen or an enemy to society. In Cleveland, The Press sees to it that the early training of nearly every child is according to the dictates of modern science. That is an unusual burden for a newspaper to assume; but it is a logical extension of its power and influence.

Modern psychology has proved convincingly that most of the knots and twists in the character of the adult are traceable to the shocks, disappointments, frustrations, and deprivations of babyhood. The psychoanalysts use that discovery to cure social maladjustments. The Press uses it to prevent them.

It engaged Mrs. Herbert S. Mallory for the task—a trained psychologist with a lot of common sense and an uncanny ability to write—and started the Cradle Roll and the Toddlers' Club. Now the name of nearly every baby born in the city is placed by its parents on the Cradle Roll. Thereafter, every month of the first year of the child's life, the mother receives a free bulletin instructing her how to cope with the psychological problems she will face in the coming month. She is taught to recognize in behavior the symptoms of character development. She is taught to encourage the good and discourage the bad.

The alumni of the Cradle Roll graduate to the Toddlers' Club and for two more years the monthly bulletins keep pace with the changing problems of the growing child.

The Press knows no higher duty than to give the children of its city a fine start in life. Of course there can be no direct return, no calculated profit from an effort such as this. Yet no newspaper could build more soundly for the future than by taking steps to assure good character in the coming generation. And if its motives are a bit emotional, at least its teachings are coldly scientific. With practically every baby voluntarily enrolled at birth, there can be no greater evidence of ***Power—power to do good; power to move goods.***

The Cleveland Press

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS-HOWARD NEWSPAPERS, 230 PARK AVE., NEW YORK

Chicago San Francisco Los Angeles Memphis Detroit Philadelphia

MEMBER OF THE UNITED PRESS . . . OF THE AUDIT BUREAU OF CIRCULATIONS . . . AND OF MEDIA RECORDS, INC.

EDITOR & PUBLISHER • A Newspaper for Makers of Newspapers • NEW YORK • JANUARY 27, 1940

FOUNDED IN 1884 ISSUED EVERY SATURDAY

AP Committee Nominates For Directors

12 Named to Be Voted Upon at Annual Meeting In April in New York

The Nominating Committee of the Associated Press, chosen at the AP's last annual meeting, met in New York Jan. 13 and prepared a list of nominations for directors to be voted upon at the annual meeting in New York April 22.

John S. Parks, *Fort Smith* (Ark.) *Times-Record*, served as chairman of the committee, with W. W. Knorpp, *Phoenix* (Ariz.) *Gazette*, secretary.

All Tiers Represented

The Southern division was represented by Charles P. Manship, *Baton Rouge* (La.) *State Times*, and Mr. Parks; Western division by Mr. Knorpp and Frank S. Baker, *Tacoma* (Wash.) *Ledger;* Central division by Hugh J. Powell, *Coffeyville* (Kans.) *Journal*, and Frank D. Throop, *Lincoln* (Neb.) *Star;* Eastern division by Henry Walser, *Hazleton* (Pa.) *Standard-Sentinel*. E. D. Corson, *Lockport* (N. Y.) *Union Sun & Journal*, did not attend.

The committee made the following nominations to succeed five directors whose terms expire April, 1940, the rule requiring at least 10 nominations.

Paul Bellamy, *Cleveland Plain Dealer;* John Cowles, *Des Moines Register & Tribune;* E. K. Gaylord, *Oklahoma City Oklahoman;* Harry J. Grant, *Milwaukee Journal;* Richard Hooker, *Springfield* (Mass.) *Republican;* Clark Howell, *Atlanta Constitution;* J. R. Knowland, *Oakland* (Calif.) *Tribune;* F. A. Miller, *South Bend* (Ind.) *Tribune;* W. J. Pape, *Waterbury* (Conn.) *Republican*, and O. S. Stauffer, *Kansas City* (Kan.) *Traveler*.

The following nominations were made for directors in cities of less than 50,000: Houston Harte, *San Angelo* (Tex.) *Standard*, and William R. Mathews, *Tucson* (Ariz.) *Star*.

The terms of the following directors expire with the next annual meeting: Messrs. Knowland, Bellamy, Cowles, Pape, Howell and Harte.

Mr. Parks on Jan. 24 informed AP members the resignation of Frank E. Gannett of New York State as a director makes necessary the selection of additional nominees. "Members are hereby requested to send me at once the name of any member resident of New York State they wish to propose for nomination," he stated. "The by-laws require that the committee select at least two candidates. Please note that only members residing in New York State are eligible for nomination in this instance."

■

WINCH RE-ELECTED

S. R. Winch of the *Portland* (Ore.) *Journal* was re-elected president of the Pacific Northwest Newspaper Association at a meeting in Portland, Jan. 18. W. H. Cowles, Jr., *Spokane* (Wash.) *Spokesman - Review*, and John Russell, *Vancouver* (B. C.) *Province*, were named vice-presidents.

"Sorry about the steamer rug, boys, but Aunt Alice doesn't want me catching cold!"
Drawn for EDITOR & PUBLISHER *by Trent.*

James R. Young Arrested In Tokyo

Veteran Far Eastern INS Correspondent Held on Undisclosed Charges

James R. Young, International News Service, Tokyo, Japan, correspondent, who was taken into custody by Tokyo police Jan. 21 on undisclosed charges, was still being detained by police Thursday night as EDITOR & PUBLISHER went to press.

His release, however, appeared imminent as U. S. Ambassador Joseph C. Grew is following the case closely and it was understood at the INS offices in New York that Ambassador Grew now is working out an arrangement with Japanese authorities for freeing the veteran Far Eastern correspondent.

Young was arrested Sunday morning in the Imperial Hotel where he lives with his wife and child and all his correspondence was removed.

Young recently returned from China where he visited Chungking, the temporary capital. Last week he addressed the American Club on his experiences in China and had been invited by the Japan Economic Federation, which includes leading Japanese financiers and industrialists, to speak on China.

Mrs. Marjorie Young, his wife, pinch-hit for her husband by filing the story of his arrest to the New York headquarters and subsequently keeping INS informed of later developments. Young has resided in Japan for the last 10 years.

■

OHIO LIBEL RULING

Common Pleas Judge James S. Martin in Toledo, Jan. 20, ruled that it was not libellous to describe a politician as a "paid lobbyist." The court sustained a demurrer in a $250,000 libel action by Herbert S. Bigelow, Cincinnati city councilman, former minister and Congressman, against a group of leaders in the fight against Bigelow's old age pension proposals, overwhelmingly defeated in last November's election. Bigelow contended the group libelled him through a statement that he was a paid lobbyist for the single tax movement. The court held that Ohio laws recognized the business of lobbying through requiring registration of persons seeking to influence legislation.

■

BARNES FOREIGN ED.

Joseph Barnes, former Moscow and Berlin correspondent, has been appointed foreign news editor of the *New York Herald Tribune*. In his newly-created post, Mr. Barnes will have, under the direction of managing editor Grafton S. Wilcox, general supervision of the paper's foreign correspondents, and will be in charge of foreign news coverage. John Price will remain as cable editor.

Study of National Advertising to Be Made by FTC

$88,829 Congressional Appropriation Pending . . . Part of Distribution Inquiry

WASHINGTON, D. C., Jan. 25—The Federal Trade Commission concedes that one of the purposes to which a pending $88,829 Congressional appropriation will be put is a study of national advertising, but points out that the fund is intended for inquiry into distribution and reminds that no examination of that subject can be conducted without surveying advertising costs.

Printed hearings covering the commission's budget became available this week when the Independent Offices Appropriation Bill went to the House for action. The document disclosed this discussion by the FTC: "The place of advertising in distribution, especially national advertising, is a matter of great importance and general interest. Is it costing the consumer too much for the service it renders? Does it sometimes render the consumer a dis-service? The proposed inquiry would seek to answer these and other similar questions."

Part of Distribution System

Responsive to inquiries from advertisers, agencies and publisher groups, the FTC information section was authorized to say that the study of advertising is merely a necessary incident to investigation of the broader question; that it does not mark the beginning of a crusade or campaign which contemplates any new limitations or restrictions; that it looks to advertising not as an entity but as one element of the system of distribution.

The language quoted above ("Is it costing the consumer too much, etc.") was intended to describe one of the questions involved, rather than to suggest a preconceived affirmative answer, it was explained at FTC offices. Also, it was reminded, other elements of distribution cost were detailed and great stress was placed upon the need for working out uniformity in cost accounting. On existing bases, it was submitted, it is not possible to determine what percentage of consumer prices is represented in distribution outlays.

The bill carrying this appropriation has passed the House and concurrence is expected in the Senate. The study would be made late this year or early next year.

■

SNOW CUTS EDITIONS

RICHMOND, Va., Jan. 24—Sixteen inches of snow, deepest in 40 years, forced the *Richmond News Leader* today to eliminate two of its three city editions and 50% of its employes were snowbound when all forms of transportation were paralyzed. Though the legislature met despite the storm, no effort was made to cover it, as the staff concentrated on the storm story.

D. W. Grandon, at 82, Is Still Active On Newspapers

Head of Two Dailies And Two Weeklies In Illinois

David W. Grandon, publisher of the *Sterling* (Ill.) *Gazette* and known to his many newspaper friends as the "grand old man" of the Inland Daily Press Association, observed his 82nd birthday, Jan. 19. He is still the active head of the Grandon Group of Illinois newspapers, including the Sterling Gazette, *La Salle Post-Tribune*, *Milledgeville Free Press* and *Erie Independent*, the latter two weeklies.

David W. Grandon

Mr. Grandon is one of the old school of newspapermen. Born in Graysville (now Harvey's), Greene County, Pa., he began newspaper work shortly after his 14th birthday on the *Waynesburg* (Pa.) *Weekly Republican*. For nearly 70 years, "D. W." has been everlastingly at it in the newspaper business.

Began as Printer

Like so many other newspapermen of his time, Mr. Grandon began as a printer. Born with an inquiring mind, the young printer read everything he could get hold of.

In tune with the times, young "D. W." became a journeyman printer after having accumulated sufficient knowledge in Waynesburg. He worked at various times on papers in Philippi, W. Va.; the *Weston* (W. Va.) *Democrat; Charleston* (W. Va.) *Daily Star; Grandon's Graphic*, Charleston, W. Va., and in other cities in that section.

Paper after paper, "back room" after "back room" gave him the practical experience that was to afterward make him an outstanding newspaper editor and publisher. Meanwhile, he became a school teacher in a rural school near Graysville, Pa. Printer's ink was in his blood, however, and he returned to his chosen field at the age of 29. With a wife and three babies and $50 in cash, he arrived at Adrian, Mich., in May, 1888, to take charge of a small weekly paper, known as the *Lance*. The name of this paper was afterward changed to the *Michigan Messenger*.

The setting was typical of the country weeklies of that day and age. "D. W." tackled the job with his characteristic energy and in the short space of 15 years he had bought the *Adrian Telegram*, and consolidated it with the Messenger into the Adrian Daily Telegram. He retained the Telegram for 20 years. Then he sold it and went to Ann Arbor, Mich., where he consolidated the *Ann Arbor Times* and *News*. He later sold his holdings at Ann Arbor and went to Hillsdale, Mich., where he purchased the *Hillsdale Weekly Standard* and *Democrat*, merging them into a daily.

Built "Perfect Plant"

In 1915, Mr. Grandon sold the Hillsdale daily and went to Sterling, Ill., where he purchased the Daily Gazette. His sons, the late George G. Grandon and Preston F. Grandon, (now publisher of the La Salle Post-Tribune) associated themselves with him in the Sterling venture. Since that time Mr. Grandon has added three other papers to his list, including a daily at La Salle and weeklies at Milledgeville and Erie.

Mr. Grandon's life ambition was to build "the perfect newspaper plant." In 1935 he purchased property in Sterling and erected there a newspaper building which stands without equal for its size.

Equally as significant is the Grandon Civic Center in Sterling. Today the Civic Center stands as a memorial to his perseverance. In keeping with his love for youth, he "adopted" a group of 16 young people who were associated together as an amateur orchestra. He purchased uniforms, procured an instructor and presented the Gazette Orchestra.

Learn by Experience

Mr. Grandon's working philosophy as a newspaper editor was ably stated in an address made in Nov., 1923, before the Medill School of Journalism at Northwestern University. "Usually the advice of a pioneer is laughed at," he said. "It is passed by unheeded. Youth must learn by experience. These are mere platitudes, but they have been true since the Stone Age. They are probably taboo in modern universities as being generalities not specifically specific. But this one is certain—the men in the newspaper business whose names will go down in history as leaders of their profession, were men who never spared themselves, who drove themselves to the last limit, and whose greatest joy was in their newspaper work.

"The country needs more of the old fashioned personal type of editorial writing," he declared in the same speech. "When Horace Greeley was editor of the *New York Tribune* he was known the country over. When Dana was editor of the *New York Sun* his utterances were household words. When Joseph Medill was editor of the *Chicago Tribune* he was as well known as Greeley or Dana. . . .

"This country, this world, needs more heart, more soul, more conscience in its editorial utterances. . . . The country editor still retains some of the personal power of the old days and because of his personal touch, the better sentiment that continues to make America grow in heart, soul and conscience, is holding the ship of state steady and refuses to permit big city editorial cleverness to rock the boat."

Mr. Grandon is a brilliant writer—an editorialist of the old school. His daily column, "Watching the World Go By," was a regular feature in the Gazette until his 81st year; since then he has contributed the column as occasion demanded.

As an editor, Mr. Grandon was a fearless crusader. "If it's right, it's right; if it's wrong, it's wrong," he remarked to his associates not so long ago on a municipal matter. "I care not whether I win, lose or draw. From the beginning of my career I have battled for principles. I am getting too old now to change my methods. I realize that in this battle we are fighting, we are bound to be defeated. But we will have the satisfaction of knowing that we were in the right. That satisfaction is worth far more to me than the mere pleasure of winning."

EDITOR & PUBLISHER CALENDAR

Feb. 1-2—Ohio Newspaper Assn., convention, Deshler Wallick Hotel, Columbus.

Feb. 1—Boston Baseball Writers' Assn., annual banquet, Copley Plaza Hotel, Boston.

Feb. 3-4—Wisconsin Daily Newspaper League, conference, University of Wisconsin, School of Journalism, Madison.

Feb. 9-10—Interstate Advertising Managers' Assn., annual meeting, Yorktown Hotel, York, Pa.

SCHENLEY AD DRIVE IN 450 PAPERS

WITH INITIAL COPY breaking in some 450 newspapers throughout the country, Schenley distillers corporation this week started its 1940 advertising and promotional campaign. The copy, ranging from 100 to 800 lines, is appearing on "market" days in the papers' respective territories. Schenley brands featured are "Golden Wedding," "Old Schenley Bottled in Bond Bourbon," "Schenley Red and Black Label" blends, "Old Quaker," and "Cream of Kentucky." The campaign will run through the winter months, EDITOR & PUBLISHER was told, and plans now are under way for another advertising effort in newspapers in the spring.

N. Y. POST REDESIGNED BY NORMAN BEL GEDDES

NEW TYPE DRESS and a new style of news presentation will feature the Feb. 5 editions of the *New York Post*, EDITOR & PUBLISHER learned this week from George Backer, publisher. Redesigning of the six-day evening daily was executed by Norman Bel Geddes, famed American designer, Mr. Backer said.

NEWS AND FEATURE HIGHLIGHTS IN THIS ISSUE

AP Committee Nominates Directors 3
Coast Publishers Weigh Public Relations Need 5
Photo-Model Cartoons First Made in Baltimore..... 6
Watch Your Backgrounds, Cameramen Advised 7
The Nieman Fellows Entertain Mr. Walters 8
27 Papers Swap Articles in Co-operative Plan 9
Advertisers and Advertising Agencies 10
The Advertising Survey..... 11
Making Newspapers More Readable 12
Photography 18
Editorial 22
Personals 23
Circulation 26
Short Takes 28
Syndicates 30
Newspaper Promotion Review 31
How Newspaper Advertising Works 37
Shop Talk at "Thirty"..... 40

Kansas Editors Tighten Control Of Publicity

"Legitimate" Type to Be Sent Through Headquarters . . . Carlile President

WICHITA, Jan. 20. — The Kansas Press Association, in a three-day annual meeting here, moved to tighten up on its publicity restrictions and studied the wage-hour law.

Walter G. Carlile

Under an expanded program to be placed in operation as soon as possible, the KPA will ask that all "legitimate publicity" be transmitted through the KPA headquarters at Topeka from where it will be sent to the individual papers throughout the state.

For the past two years the KPA has been operating under a "publicity control stamp" plan similar to that adopted in Oklahoma several years ago. In this program, "unacceptable" publicity is so stamped and returned to the source with a list of space rates in Kansas newspapers.

"Stamp Plan" Disappointing

J. Howard Rusco, executive secretary and field manager of the KPA, explained that by "legitimate publicity" the organization referred to such promotionals as the Red Cross roll call and other endeavors with a benevolent, non-profit objective.

All publicity of a commercial nature, Rusco said, would be handled with "publicity stamps" as previously and publishers were being urged to give closer attention to returning such matter.

Dolph Simons, retiring president, admitted that the "publicity control stamp" plan had not been as effective as had been hoped.

"We met difficulties from this standpoint," Simons explained, "The plan requires considerable time and some expense on the part of publishers.

"Just look over the mail, and the reason is plain. There's too much of it for the average editor to take the time to sort through and send back every day. Then, too, he is out the cost of the postage.

"We have made progress, however, and the organization still hopes that more and more of this publicity may be directed through the KPA where the acceptable and unacceptable material may be disseminated."

Walter G. Carlile, *Kansas Optimist*, Jamestown, was elected president to succeed Simons. Mrs. Harold Hammond, *Great Bend Herald*, was elected president of the Kansas Women's Press Club. Clelland Cole, *Stafford Courier*, was elected president of the Young Editors Club.

KANSAS CONFERENCE

MANHATTAN, Kan., Jan. 22—Plans have been completed for the third annual journalism conference which will be Feb. 8 and 9 as a part of the Farm and Home Week program, according to Prof. R. R. ashbrook of the department of journalism who is in charge of arrangements for the journalism meeting on the Kansas State college campus. The conference has been planned for editors, country correspondents, news photographers, and extension agents.

Coast Publishers Weigh Public Relations Need

Press Finally Awakening to Necessity of Protecting Itself, CNPA Told . . . Program by Wire Services Urged . . . Van Sooy President

CORONADO, Cal., Jan. 22.—Target of many critics, the newspaper business is finally awakening to the necessity of protecting itself with some of the ammunition it has so freely lent to others, California publishers realized today. More than 450 of them, including associate and allied members and their families, completed their annual convention yesterday, during which the theme, "Public Relations—A Primary Problem of the Press," was scrutinized from every angle.

White, Hoyt Speak

The California Newspaper Publishers Association's fifty-second annual meeting was held in the Hotel del Coronado, across the bay from San Diego. It gathered as its key speakers such men as Lee A White, public relations director of the *Detroit News* since 1936, who adopted the convention theme as his topic and sharply told his listeners that newspapers "would have rawhided any public utility giving as little concern to its public relations;" and Palmer Hoyt, publisher, *Portland* (Ore.) *Oregonian*, who in discussing "Propaganda in the News," suggested that the real danger may lie in the propaganda against propaganda, and that the best treatment is in printing both sides with the idea of letting the reader judge for himself. Other speakers included Bill Henry, *Los Angeles Times* columnist, who spoke on his war censorship experiences, and John E. Brown, Arkansas educator. The convention was the most widely attended in CNPA history.

Among the resolutions adopted was one urging a thorough, fair and impartial investigation of the National Labor Relations Act and its administration in order to remedy the abuses and inequities which have developed. Other resolutions urged wire and feature services to engage in a public relations program for newspapers, called on member publishers to investigate whether students are being taught the doctrine that advertising is economically unsound in their schools, endorsed a resolution previously endorsed by the National Editorial Association and other groups calling for an amendment to the government printing act to permit local contracts for certain government printing, and approved the type of motion picture represented by "The Story that Couldn't be Printed" (which was shown to the convention) and hoped that similar pictures faithful to newspaper ideals would be made in the future.

Long Renamed General Manager

At yesterday's organization meeting of the new executive committee the association decided to expand its membership in the National Editorial Association, making every CNPA member automatically a member of the NEA. The committee also extended the scope of the CNPA statistical bureau, which has been operating solely in the northern part of the state, to state-wide operation. This bureau exists for the purpose of collecting all available labor and contract statistical information for the use of members. Hugh P. Wall, business manager, *Sacramento Union* and chairman of the statistical bureau, had previously informed the dailies round table of the convention that such cooperative effort keeps publishers abreast of the facts, and is insurance against accepting as true a statement that may be unverified. John B. Long was re-engaged as general manager of the CNPA.

Four members of new executive committee of California Newspaper Publishers Association at 52nd annual convention last week. Left to right: M. F. "Pop" Small, Quincy Feather River Bulletin, second vice-president; William S. Kellogg, Glendale News-Press, retiring president; Neal Van Sooy, Azusa Herald, newly-elected president, and Stanley W. Larson, Claremont Courier, re-elected secretary-treasurer.

Adoption of a statement of policy for the CNPA, and presentation of awards in ten contests open to members (winners were announced in last week's EDITOR & PUBLISHER) were among other activities of the three-day session.

Neal Van Sooy, publisher, *Azusa Herald*, CNPA first vice-president and convention chairman, was unanimously elected president for 1940. The entire slate of the nominating committee was elected, both as to executive committee and state advisory council.

Mr. White declared in the key address that newspapers have, "in the normal pursuit of our task, gone behind every door but our own in search of information which we judged of interest to our readers."

Methods Misinterpreted

"We have given glamor to callings less glamorous than our own, and at the same time have allowed incorrigible short story and scenario writers to establish the concept of our editorial employes as dipsomaniacs and neurotics, always dramatic and usually romantic," he said. "We have permitted the public to misconstrue its own precious freedom of inquiry and expression as a doubtful and dangerous license, bestowed on us by shortsighted forefathers. We have allowed our motives, manners and methods to be misinterpreted, and our normal human frailties to be identified as evidence of shocking perversity. Our sins of commission are numerous enough, but our sins of omission are too numerous to catalogue."

Despite the pessimism of recent years, the newspaper business has demonstrated it is one of the most enduring in the country, he said. Ten years ago there were 160 papers over 100 years old. Two years ago there were 254 centenarians. But newspapers' own accounts of the mortality rate for the ones that disappear are not calculated to improve their public relations, he said.

A public relations program for the press involves more than a staff and a budget, he declared. There must be acknowledgment that the problems are not simply those of the press but also affect those whom the press influences.

"If 'public relations' means anything, it is as reciprocal as a Hull trade agreement. It involves the working out of a treaty of amity and intercourse, mutually desired and agreeable, and expressed in deeds rather than in words. The obligations, no less than the benefits, should be bilateral."

"I should like to see, as part of the public relations program, a meticulous study of some of the trends of our times with a view to determining their effect upon the structure of society and the future of journalism."

Hoyt Praises Press Services

Since 1914, Palmer Hoyt declared in his address on "Propaganda in the News," America has made great strides in its awareness of the efforts being made to influence its opinions. Citizens look for it in every newspaper, in every magazine, behind every door and under every bed. Because of this awareness, they are less likely to be influenced by it, and because newspapers as a rule are presenting both sides impartially, they are better able to make up their minds as to the facts in conflicting statements.

"In my opinion both the press services and the newspapers of this country are doing an outstanding job of presenting, as far as possible, both sides and all sides of the present conflict."

As with the general meetings, public relations played a prominent part in both the dailies and weeklies departmentals Saturday morning. C. Robert Payne, *San Jose News* circulation manager and president of the California Circulation Managers Association, told the daily group that their most constant contact with the public was maintained through their distribution system. "Pay a great deal of attention to these representatives of yours," he said, and urged that the assistance of the editorial department and the advertising department be used to educate the public on the advantages of character building and business training carriers receive.

In the weeklies division George W. Savage, co-publisher of the *Independence Inyo Independent* emphasized the fact that there is as great a field for public relations effort among small papers as there is among the dailies.

One of the last principal strongholds of personal journalism is the weekly press, he said. "There is no mystery in public relations. It is simply the challenge of living together, the privilege of interpreting and recording the interests of our neighbors. If we do so, we will command the respect and support we desire." Conscientious editorial policies, increased use of the editor's personal column, consideration of advertising as a service rather than a means to an end, and alert format are factors in establishing understanding public relations, he declared.

Ad Department for Weeklies

Decision was reached by the weekly publishers to establish a weekly advertising department in the CNPA which on a self-sustaining basis will develop foreign advertising for its members from advertising agencies and national manufacturers. An 11-point program covering this activity was outlined by Roy A. Brown, publisher, *Sanger Herald*, and chairman of the weeklies advertising committee.

The bureau will be under the direction of the general manager of the CNPA, and will be financed by a deduction of 15% on all business it clears. As far as possible a one-order, one-billing plan of operation will be followed.

R. L. Litchfield, advertising director, *San Francisco Call-Bulletin*, speaking on "The Greatest Threat to Newspapers," analyzed three basic forms of free-distribution papers.

"Let us completely abandon any idea that this is a problem for legislative interference," he said. "The Constitutional guarantee of a free press is no special privilege accorded to newspaper publishers as such, or to any particular group or class. As a matter of fact the newspaper publisher should be absolutely the last person to even think of trying to defend his economic status by invoking legislative interference in any form that even remotely attacks that most fundamental principle of freedom and liberty.

"The problem of the merchant-owned, non-profit shopping news was born of conflict. To approach a solution in any spirit of battle, or any attempt to enlist outside influence of any kind, is exactly the wrong thing to do."

Media Selling Urged

Local opinion polls were described by Dan E. Clark, II, fellow in journalism, Stanford University, as "a new and valuable technique in reporting."

There is no limit to their possibilities, he said, even such questions as what kind of presents costing less than $10 an individual would prefer to receive, or whether men or women make the best drivers, develop tremendous local appeal.

A discussion of "Space, Time and Profits," by Harwin T. Mann, media manager of the Los Angeles office of Lord & Thomas, covered the various problems of media selection. "If the advertising is not successful, the advertiser is lost to all of us," he said.

Newspapers still remain the most important to the national advertiser from the standpoint of volume and universal use, he said, and urged that more papers, small as well as large, join the ABC, "the cornerstone upon which any analysis must rest." Readership data also is highly valuable to the agency, again being lacking with most of the smaller papers.

Radio now is beginning to suffer from intra-medium competition, he declared, and newspapers have their great opportunity to come back. The way to do it is by real honest-to-

(Continued on page 27)

Photo-Model Cartoons First Made in Baltimore

Jack Lambert Believed to Be First To Practice New Art . . . Appeared in Evening Sun September, 1938

By HARRY S. SHERWOOD

BALTIMORE, Jan. 22 — A Baltimore sculptor's fancy for modelling in clay, for his own amusement, scenes from the life about him, has developed a new form of newspaper cartoon first used by the *Baltimore Evening Sun* in September, 1938, and now being used by other newspapers. Jack Lambert, pupil of Herman MacNiel, is the sculptor. While national magazines have occasionally used the method to produce cover designs and for illustration, Mr. Lambert is the first to apply it to cartoons, and it is believed that he was the first to use it in any form.

Jack Lambert

The new technique involves first the modeling of the figure, or figures, of the cartoon and then the photographing of the figures. Mr. Lambert first used it for a small Baltimore magazine about 12 years ago. In its present form, he says it represents a combining of the sculptor's art with the photographers, the latter being very important.

Sample of Lambert's work with black background.

Picture Has Depth

One of the marks which distinguish the new form is the depth the picture appears to have as contrasted with the flatness of the ordinary newspaper cartoon.

Asked to explain the origin of the form, Mr. Lambert told EDITOR & PUBLISHER of it as follows:

"For years I have had the habit of modeling scenes suggested by newspaper reading. I did such things in idle moments for my own amusement, usually destroying the thing as soon as it was finished. I remember one of my first was a group representing a Negro youth under arrest and waiting with the policeman at a call box, with the figures of lookers-on about them.

"Another group represented a criminal getting the third degree; the criminal himself with two hard-boiled detectives bending over him.

"For a time I got some fun out of these groups without thinking of putting them to any special use. Of course caricature figures and busts are very old. The French had done some of this work and such figures are exhibited in the Modern Museum in New York.

Magazine Used First

"After awhile it occured to me that such things might be photographed. I did one which was reproduced in a photograph by a small, local magazine. It was a polo player skidding to a quick stop. It seemed to go well. I did another at the time of the repeal of Prohibition, for an advertisement. It represented a man broadcasting the news.

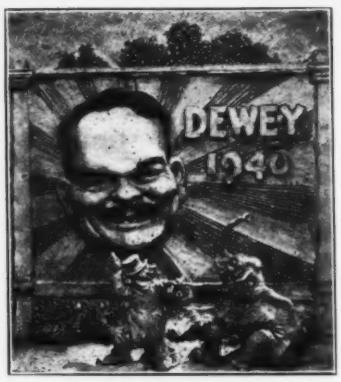
"Then I offered the idea for the newspaper photogravure. I failed to arouse the editors' enthusiasm.

"Finally I submitted the idea to Philip M. Wagner editor of the Evening Sun for use in newspaper cartoons He liked it at once. He contributed much to the success of the first we printed and his advice has been very helpful since. The first figures I made to be used in a cartoon concerned the primary fight of United States Senator Millard E. Tydings in Maryland in 1938, when President Roosevelt threw his influence towards Tydings' opponent, David J. Lewis. I tried repeatedly to get a group of several figures and finally threw all my designs away. At the end of the primary, when Tydings was successful, the Evening Sun printed a cartoon from my model showing Tydings saying 'Bring on your purge.' That was the first. Numbers have been printed since.

Photography Important

"Sculpturing the figures is only a part of the cartoon. The photographing of the figures after they have been modelled is very important. If the light is not made to fall on the figures exactly as it should, you get a clouded effect lacking the sharpness that is desirable.

"Robert F. Kniesche, a staff photographer of the Evening Sun, has contributed much to this phase of the work. After the use of the cartoons started we at times adapted the modelling to photography, modelling the figures in such a way that they would take the light advantageously. We think we can improve this aspect of the cartoon in the future and are still experimenting with it.



A Lambert photographed-model with prepared background.

"The figures are usually modelled so that the figure, or the group, is about 18 inches wide by 15 inches high Familiar modelling clay is used. At first we put the modelled work up against a black background. We found that inclined to make the picture as it finally appeared dark and obscure. Often we model the background in clay as a part of the figure or group to get a clearer effect. The figures are modelled only on the side presented to the camera, the back being flat and unfinished. We have found that usually we get our best effects from heavy relief.

Takes About 6 Hours

"It takes me about six hours to model a group when no likeness of an individual is involved, about two hours longer when a well known man, say Chamberlain, the British prime minister, is involved.

"Sometimes an idea occurs to me and I submit it to Mr. Wagner for his suggestions Sometimes the idea is Mr. Wagner's."

Mr. Lambert has lived and worked in Baltimore for 20 years. He was born in New York and studied at the National Academy of Design and at the Society of Beaux Arts. He has exhibited his work at the National Academy of Design, at the Pennsylvania Academy of Fine Arts and at the Baltimore Museum of Art.

His friends say he has an extraodinary gift for fixing in clay the figures that appear on the streets of every American city, reproducing them with striking fidelity to life.

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PUTS NEWS ON PAGE 1

The *Sunday Times*, one of London's leading Sunday newspapers, broke a tradition of 118 years Jan. 20 by printing news, instead of advertisements, on the front page. The departure "is desirable in these stirring and anxious days when the latest happenings may deeply concern" the vital interests of readers, the paper said. The Sunday Times has no connection with *The Times* of London, which is published only on weekdays and which clings to the traditional classified advertising on the front page.

Ads in Dailies Trebled in '40 By Kelvinator

Campaign Just Breaking To Appear in Large Space in 168 Papers

Kelvinator Division of Nash-Kelvinator Corporation this year will use three times as much newspaper advertising as it did last year, Nelson Stuart, advertising manager told EDITOR & PUBLISHER in New York Wednesday.

First copy of the 1940 campaign broke in New York Wednesday in 1,750-line size in the *Times*. A total of 168 dailies in 108 cities through the country are to be scheduled, mostly in large city papers. Ads will be in 925, 1,290 and 1,750-line size. In addition, hundreds of dailies will be used by local dealers, Mr. Stuart said, trebling 1939's newspaper linage.

Kelvinator announcement ad in 1,750-line size which broke in New York Times Wednesday.

Kelvinator's campaign features a 6¼ cubic foot refrigerator to be sold at a "suggested" kitchen-delivered price of $119.95 east of the Rockies, whereas last year's model sold at $149.50 or more and did not contain as many features. Mr. Stuart explained that this year Kelvinator has assumed the freight and newspapers are being employed to advertise the local delivered price because they are "the best way to get that over to the public."

Geyer, Cornell & Newell, Inc., handle the account. H. W. (Hike) Newell, executive vice-president, is the account executive.

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KIERAN RESIGNS

A brief notice in the City Record Jan. 22 revealed that James M. Kieran, former *New York Times* reporter, has resigned his $5,700 job as press secretary to New York's Mayor Fiorello H. LaGuardia a post he held for the past two years. Kieran walked out of City Hall Dec. 15 after an alleged argument with the Mayor. Later it was said he was taking a vacation and would return when his month was up.

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JURY QUIZZES ZALON

WASHINGTON, D. C., Jan. 22—David Zalon of New York City, a director of the corporation which publishes the *Daily Worker*, official Communist organ, appeared today before a special grand jury inquiring into activities of foreign agents in the U. S. Here to appear at a later date was George Hochberg, business manager of the *Morning Freedom*.

PEPSI-COLA ADS IN 47 WEEKDAY PAPERS

THE Pepsi-Cola Company embarked upon its largest consistent advertising program in weekday newspapers Jan. 23 when 420-line ads started to appear in 47 dailies in New York, Westchester County and New Jersey. Display ads of this size will appear once a week until spring, with evening papers scheduled Tuesday, morning papers Thursday and borough and suburban papers Wednesdays. These ads are in addition to the "Pepsi and Pete" comic strip series now running in 209 Sunday newspapers. Pepsi-Cola formerly used one-column reminder ads in dailies, except for a campaign held in connection with its contest last year, when full page space was scheduled. The Newell-Emmett Co., Inc., handles the account.

Watch Your Backgrounds, Cameramen Advised

Dayton Art Department Chief Says Too Many Pictures Contain Unnecessary "Eye-Catchers"

By BERVIN A. JOHNSON
HEAD OF EDITORIAL ART DEPARTMENT, DAYTON (O.) JOURNAL HERALD

I HAVE OBSERVED over a number of years as photo-retoucher that there is a common failure among amateur and professional newspaper photographers alike—that is, they are not getting the "most desired" in photographs. It is lack of thought and time necessary for more pleasing and effective atmosphere in pictures. It is true that the subject is most important in the minds of the photographer and the editor, as well as the reader, when observing the reproduction in publication. But on the other hand so that more prominence will be given to the subject, it is very important to guard against the easily obtained eye-catchers, obscenities, detractions and undesired spots which "pop up" when casting an eye over the finished print. Careful planning, such as moving a lamp or a chair, will often do wonders in giving the picture a more pleasing foreground or background.

Four examples of poor backgrounds. The lady with teacup at left apparently will suffer a badly burned nose. The little lady at lower right seems to have been hung up on a coat rack.

There are numerous things which come to my attention each day while working on photographs made by local photographers as well as prints furnished through national photo syndicates. Objects which seem to be growing from heads, faces, shoulders and arms of people are most evident. Often a lamp shade is caught sitting on a person's shoulder or a flower or tree protrudes from the head or face. Eye-catchers such as wall switches, pictures, lamps, vases and parts of furniture are in most cases too prominent and are placed in the most important part of the photograph. In reproduction, where tones and detail are lost to some extent, these undesired things often appear more comical than they really are in the original photograph. There might not be the proper tone contrast needed in making the best reproduction and many of the darker tones will appear the same after going through the engraving, stereotyping, and printing departments. Therefore, it is evident that many backgrounds are less attractive when seen in reproduction.

A simple and plain background is often poorly used in photographs. In making group photographs, the color and design of clothing worn by the persons make a great deal of difference as to their position in the picture. The right side of the background may be dark and the other half light with a probable window in the center. Being careless and not placing the people wearing the dark clothing before the light side and the ones wearing the lighter clothes before the dark side can cause very poor results. Outdoor backgrounds are often misused. Foliage for backgrounds proves a disadvantage in many instances. Placing of the horizon line in outdoor pictures can be used to an advantage in making most sport pictures as well as many others. The low horizon line not only gives a good chance to use filters in photographing the desired cloud effect but the sky provides an excellent background for heads, faces and dark colored subjects. Precaution should also be used here to avoid poor contrast obtained when photographing light objects with clear sky as the background. In a case of this kind it will probably prove advantageous to use a high horizon line with the background slightly out of focus.

The depth of focus plays an important part in shooting football pictures during games. If everything in the background is in focus a very poor picture for reproduction often results. Either buildings shown in the background or stands filled with people appear too prominently and the players lose their prominence. Aerial views are much more satisfactory due to the fact that the undesired objects are easily eliminated in the print, leaving practically nothing but the players and the playing field.

It is true that the above mentioned faults found in daily photographs can be corrected by the photo-retoucher. In fact, these are the things that keep the retoucher employed most of the time—along with opening eyes, removing double chins, reducing ladies' waistlines and sundry other things. However, depending on the photo-retoucher proves a bad practice, especially when the element of time is an important factor. Then, too, it is not always possible to have a photo-retoucher to remove the undesired things discovered in the prints after they have been developed. The best practice is to give more thought to these things at the time the picture is being made—that is, by careful planning before making the shot. The photographer does not always know the kind of paper, ink and the size screen which will be used in reproducing the picture.

To forget the main thought of the picture for a second, and carefully survey the foreground and background before making the exposure, will produce surprising results.

The smiling gentleman at lower left seems to suffer no pain despite spear and flag sprouting from his skull. Above, the swimming girl appears impaled on the cross bars of a scale. The other photos speak for themselves.

No Precedent Seen in FDR Order on Taxes

Census Reports by Newspapers Must Be Held In Strictest Confidence

WASHINGTON, D. C., Jan. 23—President Roosevelt's executive order making federal income tax returns available to the La Follette Committee cannot establish a precedent which could be cited in the event a subsequent committee desired to examine census statistics furnished by newspapers, the Bureau of Internal Revenue and the Census Bureau joined today in assuring.

Section 55 (a) of the Revenue Act of 1938 provides that federal tax returns shall be held in confidence, except to the extent that the President, by executive order, may declare them to be public property. The order issued in favor of the La Follette Committee, therefore, has legislative sanction.

Penalties for Disclosure

The federal laws relating to census, on the other hand, require that individual reports must be held in strict confidence and fixes heavy penalties to be imposed upon persons who are found guilty of disclosure or use. There is no corresponding provision permitting the President, by executive order or otherwise, to direct that they be made available to public officials or private citizens; except that the Census Bureau may compile and issue group reports in which no individual or firm shall be identifiable. The lack of legislative sanction for executive order precludes disclosures under pain of fine and jail sentence.

Before any President may direct that census reports be opened for examination, both Houses of Congress must approve legislation granting him that power.

The order affecting tax returns is similar to others which have been released since the La Follette Committee began its inquiry into violations of civil liberties. They are released periodically, whenever there is amendment of the Revenue Act, to insure against refusal on the part of the Bureau of Internal Revenue to disclose.

DR. CUNLIFFE HONORED

More than 350 alumni of the Graduate School of Journalism, Columbia University, New York, and the 63 present students on Jan. 20 honored Dr. John W. Cunliffe, director emeritus of the school, on his seventy-fifth birthday, and inducted new officers of the alumni association. Abraham D. Rothman, American representative of the Australian Associated Press, was elected president; W. E. Duffy, managing editor, *Hartford* (Conn.) *Times*, first vice-president; Emily F. Genauer, art editor, *New York World-Telegram*, second vice-president; H. G. Garbedian, *New York Times*, secretary.

TRIBUNE VETERANS

Of the 2,522 *Chicago Tribune* employes in Chicago, a total of 1,404, or 55.6%, had been on the job for 10 or more years as of Jan. 1, according to a report of the Tribune auditing department. Four Tribune employes have more than 45 years of service; 13 have been on the staff for more than 40 years; 67 more than 30 years; and 412 more than 20 years.

The Nieman Fellows Entertain Mr. Walters

Minneapolis Star-Journal Editor, Dinner Guest at Harvard, Explains His Editorial Technique

"STUFFY" WALTERS visited heaven! For the dignified and those who like their reporting long-winded: Basil L. Walters, editor, *Minneapolis Star-Journal*, was guest at the weekly Nieman Fellows' dinner, Thursday night, Jan. 18, at Cambridge, Mass. For several hours before the dinner, Mr. Walters, guided by Louis M. Lyons, curator of the Nieman Library of Contemporary Journalism at Harvard University, learned first-hand what the Fellows are doing. What Harvard is doing for the Fellows is described by one of them as "heaven."

Basil Walters

Nieman Dinner guests don't make formal speeches, and the gab-fest which follows the feast in the library of Signet Club (a literary society) is really a bull-session on the undergraduate dormitory pattern, but the exchange of ideas is between practical, adult minds.

Informal Idea Exchange

To report one of these meetings in the traditional, corny style of a testimonial banquet story would wrap it up in a cloak of formality entirely out of character. Maybe the best way is to follow Walters' advice to his own staff: "Tell your story—don't write it."

In the first place, these Nieman Dinner guests are not picked to add glamor to the gathering or to make the dinners look important. The Fellows propose candidates, and when a majority agree on a prospect, he is invited to join them in a bull session. He must be nationally famous, or highly reputed in the newspaper business for his talent and ideas; but, above all, he must have something to offer.

Walters' work of perking up the reader-pull of the Minneapolis Star-Journal, his editorial accomplishment of blending the type of copy on these combined papers to appeal both to the racier Star readers and the more conservative Journal subscribers; and his reputation as a forthright, intelligent talker got around. He was sponsored by W. B. Dickinson, Northwest news manager for the United Press, a Nieman Fellow.

Walters Defies Tradition

Cocktails were served, then the gang sat down to a roast beef dinner, marked by a steady buzz of shop. Arthur Wild, director of the Harvard News (the University's publicity bureau), was there. In fact he's called the "permanent Nieman Fellow" because he sits in on practically all these bull sessions. Faculty members are frequently invited—and on this night there were Prof. Alvin H. Hansen (Public Administration), Prof. A. M. Schlesinger (History), Prof. J. P. Wernette (Business School), and Dr. I. A. Richards, a Harvard lecturer.

Instead of gabbing long over their coffee, the Fellows and guests moved to the other end of the Signet Club library to the nearby easy chairs.

While Walters lighted a cigar, Lyons gave a brief introduction. Taking the floor for about 20 minutes to start the chatter churning, Walters opened up by saying that "newspapers have been guided too long by tradition—like the railroads—" and if science had been similarly hidebound, "we might not be so far advanced in such things as radio, electric lights, and so forth."

About the Star-Journal, he frankly suggested that the copy and makeup technique may be a "quack journalism," but it's clicking. At any rate he feels it's a "new" journalism.

Flowery heads are out, reporters are told to drop the traditional style and formality of old-time newspaper writing and "tell" their stories to the readers. Even foreign dispatches are turned over to a rewrite man who boils them down and points up the sparkling bits in the overseas news.

Then, those bold-face paragraphs cropping up all through the sheet. Some of the Fellows were baffled by this trick of makeup and openly challenged its value. They thought it was messy and confusing. "Stuffy" again reminded them that the circulation sheets are proof of the pudding and that the readers go for it. The paragraphs are not bold-faced to emphasize the more important thoughts in a story, necessarily. The main idea, he says, is to fluctuate the "inflection of voice" in telling the story.

"It's no sin to be interesting," Walters told the sharpest interrogators; and that he had "refused to listen to newspapermen" in the process of pepping up the style of the Star-Journal.

His papers buy more columnists than they can use every day—and the same goes for syndicated cartoonists. If a columnist is interesting enough right through his piece, the whole thing runs today. Tomorrow it may be cut down or cut out altogether.

Walters thinks copy-reading is very important. "(DeWitt) Wallace of *Readers Digest* is the best copy reader in the country."

Part of the Star-Journal editorial policy is to try to balance the "Tory" and "Left Wing" columnists, cartoons and daily news. Labor reporting is likewise balanced.

"Reader Pulling Units"

Walters and his editorial crew right now are very conscious of "Reader Pulling Units," a catch phrase with a solid idea behind it. In a nutshell, he explains, a good paper should have enough RPU's on each page to make the reader examine the paper from cover-to-cover every day. Obviously, this is a good selling point to advertisers.

Pictures, cartoons and typographical devices are scattered throughout the sheet to catch the interest of the reader and to pull his eyes across, down and through every page. Sample: running the radio department in the classified section. Not all the best stories are on page one, and you may stumble onto a nifty anywhere in the sheet.

"Stuffy" confessed that he had played tricks on his reporters to loosen up their writing form. A man would come in with a hot yarn, "Stuffy" would have him summarize it verbally, his secretary would take it down in short hand, unbeknown to the reporter. Then the reporter would go to his typewriter to bat out his story. "You know how," Walters explained by sitting bolt upright in his chair and holding his arms out stiffly like a sleep-walker.

Again the reporter would be called into Walters' office. Walters would read over the story, then read back what the secretary had jotted down from his informal verbal version of the same story. After that the writer talked to his readers.

"There is no substitute for personnel, and there is certainly a need for such educational background as the Nieman Foundation offers," Walters said. "At the same time, I believe the calibre of newspapermen has never been higher than it is right now." He made it clear, in other statements, that he thought the Foundation a good influence on American journalism. The Fellows, anxious to know more about their benefactor, listened attentively to some good legends about Lucius Nieman, which Walters related with the authenticity of a one-time employe of the man responsible for the very meeting he was then enjoying.

DISPLAY MAPS FOR NEWSPAPERS

"News Map of the Week Display" is the title of a weekly map, depicting with photographs, maps and text matter the stirring events of the week, which newspapers are displaying for public view. The above picture was taken outside the Peoria Star building. Starting March 1, a weekly mat service, featuring the "News Map of the Week," will be offered to newspapers for full-page publication. The four-color weekly display map is 35" by 47" and news items printed below the map are geographically localized by corresponding numbers on the map. Frames are furnished by the distributor for either window or outside displays. The James Company, 540 N. Michigan Ave., Chicago, is the national distributor of "News Map of the Week Display." James J. Gruenberg is president. To date the map has been sold to approximately 100 newspapers in the middle west, east and South.

N. J. Papers Host To Thousands in 'Newspaper Week'

Event "Extraordinarily Successful" . . . 100 at Dinner to Prof. Allen

New Jersey's first "Newspaper Week," which ran from Jan. 14 to 20 with approximately 100 newspapers participating in the various promotions, was 'extraordinarily successful" according to Wayne D. McMurray, president of the New Jersey Press Association, which sponsored the event.

Wayne D. McMurray

Thousands of persons in New Jersey visited the various newspaper plants in order to see at first hand the intricate processes that go into the publishing of a newspaper, and the "week" was highlighted by a series of radio talks over station WNEW in which prominent New Jersey newspaper officials described the things that go on behind the "front office."

Special Editions Issued

Many of the state's papers published special editions, features, advertisements and editorials in connection with the event. Dozens of talks were given by officials of the participating newspapers at service club luncheons, women's clubs and boards of trade functions, and some of the papers held ad-writing and essay contests, and arranged special exhibits in banks and other public buildings. Special laudatory articles on the press were written by prominent public officials.

On Jan. 16 a farewell dinner was given Charles L. Allen, former journalism head at Rutgers and executive secretary of the New Jersey press Association at the Roger Smith hotel, New Brunswick. More than 100 publishers and department heads from New Jersey newspapers, and guests from Rutgers attended the dinner to honor Professor Allen, who has left his post at Rutgers to accept a professorship in the Medill School of Journalism of Northwestern University. Almost a score of speakers honored Mr. Allen for his success as professor at Rutgers and in his duties in the press association.

DUTCH CENSORSHIP

The Netherlands Government Press Bureau informed the correspondents of foreign newspapers in the Netherlands Jan. 22 that military censorship would be imposed on their dispatches. Publication recently of what are declared in Amsterdam to be irresponsible stories about the Netherlands led to the government order, it was stated.

INDIANA MEETING

The annual meeting of the Hoosier State Press Asociation will be held in the Hotel Lincoln, Indianapolis, Feb. 23 and 24.

27 Papers Swap Articles in Co-operative Plan

Series on City Manager Operations Developed By Yonkers Editor

An ingenious and promising plan whereby newspapers may avail themselves of interesting, informative and authentic feature material at virtually no cost has been devised and acid-tested by Oxie Reichler, editor of the *Yonkers* (N. Y.) *Herald Statesman*, a member of the Westchester County Publishers group.

Based on a simple co-operative formula, the plan recently provided 27 editors all over the country with a comprehensive series of articles on operation of the City Manager form of government.

Series on Parking Problems

Another series, dealing with municipal parking problems in various cities, is being run now by a number of papers, and material dealing with similar universally interesting topics is being prepared.

The total cost to each paper of each article thus far "syndicated" has been a few cents for postage, and the time a general assignment reporter at each point devoted to preparing his contribution to the "co-operative."

Mr. Reichler conceived the plan when, after Yonkers had voted in a City Manager government, he realized the value of telling his readers how that system has worked in other communities. One look at his editorial budget convinced him that the customary space-rate procedure was out.

So he wrote the following letter to newspaper editors in a selected group of cities in which a city manager is in charge:

"We are preparing a series of articles on City Manager government and the way it is working out in various municipalities—each to be written by a competent newspaperman on the scene, each to be by-lined with his name and paper.

"If you will assign one of your staff to prepare such a report—possibly 500 to 800 words—I shall be glad to forward you a set of proofs of the entire series so that you may present them to your readers.

"We should like the report to discuss outstanding problems that faced the City Manager administration, how they were solved, if and where the plan broke down, and whether the municipality appears to be progressing or receding under the manager government.

"I shall appreciate a word from you as to whether you are willing to co-operate."

31 Out of 50 Reply

From 50 original letters, Mr. Reichler received 31 replies. Of these, 24 editors went for the plan immediately. Of the remainder, three fell into line when they saw the possibilities of the idea, and on Oct. 9, 1939, the Herald Statesman started publishing a series of lucid, informative and often critical articles about governmental successes and failures in the following cities:

Amarillo, Texas (*Globe News*); Auburn, N. Y. (*Citizen Advertiser*); Bay City, Mich. (*Times*); Beaumont, Texas (*Enterprise*); Dallas, Texas (*Morning News*); Flint, Mich. (*Journal*); Fort Worth, Texas (*Star Telegram*); Hamilton, O. (*Journal News*); Jackson, Mich. (*Citizen Patriot*); Lexington, Ky. (*Herald*); Miami, Fla. (*Herald*); Newburgh, N. Y. (*News*); New Rochelle, N. Y. (*Standard Star*); Pasadena, Cal. (*Star News*); Pontiac, Mich. (*Daily Press*); Port Arthur, Texas (*News*); Portsmouth, Va. (*Star*); Rochester, N. Y. (*Democrat* and *Chronicle*); Saginaw, Mich. (*News*); San Jose, Cal. (*Mercury Herald*); Schenectady, N. Y. (*Gazette*); Springfield, O. (*Daily News*); Trenton, N. J. (*Times*); Tucson, Ariz. (*Daily Star*); Watertown, N. Y. (*Times*); Wheeling, W. Va. (*Intelligencer*), and Wichita Falls, Texas (*Daily Times*).

J. W. West, managing editor of the *Kansas City Journal*, heard of Reichler's plan and wrote to him asking for the right to use the City Manager series, then he demanded to know what kind of a letter Mr. Reichler could have written to 27 editors to get such a response. He suggested he would like to direct such a co-operative move to get a series on parking problems.

To this letter, Mr. Reichler replied: "Shake. We have a parking problem too," and proceeded to outline the method he had used.

Newspapers which co-operated in Mr. West's parking series include:

Birmingham, Ala. (*News Age-Herald*); Boston, (*Traveler*); Chicago (*Daily News*); Dallas, (*News*); Ithaca, N. Y. (*Journal*); Lincoln, Neb. (*State Journal*); Louisville (*Courier Journal*); Milwaukee (*Journal*); Minneapolis (*Times-Tribune*); Rochester, N. Y. (*Times Union*); San Francisco (*Chronicle*); Saginaw, Mich. (*News*); Shreveport, La. (*Times*); Syracuse, N. Y. (*Post Standard*); Wilmington, Del. (*Journal*); Worcester, Mass. (*Telegram*), and Yonkers, N. Y. (Herald Statesman).

■

Nation Observes 500th Birthday Of Printing Art

Celebration to Continue Through 1940 . . . Columbia University Honors Gutenberg

Nation-wide observance of the 500th anniversary of the invention of printing from movable type, which is to be observed through 1940, began last week with the opening of a series of exhibitions covering different aspects of the history and technique of printing and the contributions of printing to civilization.

These exhibitions are a part of a nation-wide observance sponsored and co-ordinated by the printing anniversary committee of the American Institute of Graphic Arts. Shows in New York were arranged by the New York Library Club.

Gutenberg Honored

Most of the exhibitions in the New York area opened Jan. 15. On Jan. 19 Columbia University held an academic convocation in honor of the anniversary.

Columbia's displays illustrate the "Invention, Technical Development and Educational Development of Printing."

An exhibition of books and memorabilia relating to the life of Johannes Gutenberg, German printer who lived from 1397 to 1468 and who is believed to have been the first European to print with movable types cast in molds, now is on display in the Low Memorial Library of Columbia.

Community celebrations throughout the country center on exhibitions of books and other printed pieces. Specimens range from the earliest scraps of printing to modern examples.

This year is chosen as the year of observance by tradition and common agreement. The year also represents four other historic milestones.

Just 400 years ago the first printing press was brought to the New World and set up in Mexico City; 300 years ago Stephen Daye, at Cambridge, Mass., printed the first book in Colonial America.

Two hundred fifty years ago the first paper mill in the United States was operated at Germantown, Pa., and 150 years ago in April, Benjamin Franklin, the master printer, died.

Miller Describes Difficulties of Finn War Duty

Communications, Cold Are Biggest Problems . . . Censorship Is "Mild"

Bad communications and the bitter cold, not censorship, are the greatest problems faced by correspondents covering the Russo-Finnish war with the Finnish forces, Webb Miller, United Press European news manager, wrote to Hugh Baillie, U.P. president, in a letter from Helsinki, Finland, recently.

"Communication is a problem because of air raid alarms somewhere along the route of the lines every day," Miller wrote. "Sometimes you get Copenhagen or Stockholm on the phone in 15 minutes and sometimes in two to four hours—all depends upon the air raids."

Butt Froze Between Puffs

Writing of one of his recent trips to the front, with the temperature 15 below zero, Miller wrote that he wore "thick woolen underwear, flannel shirt, wool vest and suit, wool scarf, wool Balaclava helmet covering the whole head except the eyes and nose, sheepskin cap, heavy boots with soles lined by blotting paper, three pairs of socks and fleece-lined gloves."

"It was so cold," he wrote, "your cigarette butt froze between puffs! Now and then we had to halt the car, get out and run to re-start circulation. I usually carry a pocketful of dried raisins to eat when we miss meals."

In the first weeks of the war there was no censorship at all, Miller's letter continued. Now a mild censorship has been applied but nothing of his has been touched except a couple of paragraphs in one story, he said.

The normal procedure for correspondents is to go out to the front for three or four days then back to Helsinki to recuperate, the U.P. staffer wrote. "Nowadays the rail trip from here to Viipuri (nearest large city to the Mannerheim Line), about 190 miles, takes 15 hours, and you have to sit up in a crowded compartment all night in nearly complete darkness."

From the military, political and geographic viewpoints the Russo-Finnish war is one of the most interesting campaigns he's ever covered, Miller concluded.

■

Pa. Dailies Issue Promotion Folder

"How to Use Newspapers to Increase Net Profits," a 32-page, two-color folder liberally illustrated with charts and drawings, is now being distributed to advertisers, field men and jobbers in Pennsylvania by a group of 60 co-operating daily newspapers in that state. In addition it is being presented to advertising agencies by special representatives.

Emphasizing the fact that newspapers are the best means of increasing net profits for business firms if the advertising space is properly used, the folder graphically presents five fundamental rules for using newspapers. They are:

1. Use them regularly.
2. Use newspaper-style copy.
3. Merchandise the advertising.
4. Use newspapers' staffs.
5. Use all newspapers.

Each of the five rules is buttressed with explanatory matter and illustrations. Market data is included, with the statement that Pennsylvania has an annual spendable income of $4,933,-277,000, or 7.8% of the total spendable income of the United States.

The folder is part of a promotion effort for the 60 dailies which includes a campaign in EDITOR & PUBLISHER.

■

Ellard, U. of Mo. Prof., Joins Columbia Staff

Professor Roscoe B. Ellard of the University of Missouri School of Journalism has been appointed visiting professor at the Columbia University Graduate School of Journalism for the spring session beginning Feb. 7.

Professor Ellard will have charge of Professor Walter B. Pitkin's course in feature writing and Professor Herbert Brucker's course in pictorial journalism. Both Professors Pitkin and Brucker have been granted leave of absence for the Spring Session.

The course at Columbia in newspaper and magazine features, Dean Ackerman also announced, will be augmented by the organization of three special writing courses under the supervision of recent graduates of the School. They are: Frederick Gruin of the Sunday department of the *New York Times;* Ansel E. M. Talbert, aviation editor of the *New York Herald Tribune;* and Vance Packard of the Associated Press Feature Service.

■

Doherty Subsidy Gone, Newsdom Suspends

Newsdom, newspaper trade weekly published Saturdays in New York, suspended publication with its Jan. 13 issue because the estate of the late Henry L. Doherty, utilities magnate who died last month, has withdrawn its support of the publication, EDITOR & PUBLISHER learned this week. The weekly, deficits of which had been met by Mr. Doherty since November, 1931, until his death, had been published continuously since July 23, 1931.

Thomas J. O'Neill, publisher, said no final edition had been published announcing the suspension. He told EDITOR & PUBLISHER "lack of operating funds" had brought about the suspension. He said the weekly this week is mailing checks for all unexpired subscriptions. He now is trying to place the 10 persons comprising Newsdom's staff elsewhere.

■

J. D. Sullivan Resigns From Wright Co.

Joe D. Sullivan has resigned as sales representative of the Wright Company, New York, agent for the Maine Seaboard Paper Co., the Gould Paper Co., and the Algonquin Paper Corp. He has not announced his plans for the future.

Mr. Sullivan has been associated with the Wright Company since the sale of the *New York World* in 1931. He had been assistant publisher of the World since 1926, following two years as publisher of the *Albany* (N. Y.) *Times-Union*. His early experience, beginning in 1915, was on papers in Montana, Colorado and Wyoming.

■

AGENCY TO MOVE

The Campbell-Ewald Company of New York, Inc., has signed a lease to occupy on or about April 1, two floors of the new 20-story building at 1230 Sixth Ave., at 48th St.—last unit in the vast Rockefeller Center development—to be known as the United States Rubber Company Building. The Campbell-Ewald offices will be air-conditioned.

. . . Advertisers . . . Advertising Agencies . . .

Buick Mid-Winter Campaign in 2,225 Newspapers

Largest Schedule at This Season Backs Up Aggressive Sales Drive

By HIL F. BEST

DETROIT, Jan. 22—An aggressive mid-winter program has been launched by members of the Buick Field Sales Organization, including regional and zone managers and district representatives from throughout the country, at the conclusion of a series of sales meetings in New York, Chicago, Los Angeles and Portland, Ore., under the direction of W. F. Hufstader, general sales manager. 'There is a strong demand for new cars and it will be our aim to effect winter deliveries in volume comparable with the spring and summer seasons," Mr. Hufstader said.

225 Dailies on List

Backing up the program, Buick advertising during January and February will include frequent insertions in 2,225 newspapers, having a total circulation of approximately 40,000,000, augmented by proportionate schedules in general and class magazines, trade papers and outdoor postings, according to A. H. Belfie, director of merchandising.

"More than 330,000,000 Buick newspaper advertisements will have flooded the country during the first two months of 1940, with 10 insertions in 225 daily, financial and foreign language newspapers in 80 key cities, representing a circulation of 29,000,000 and a corresponding campaign in 2,000 dealer point newspapers, representing more than 11,000,000 circulation," Mr. Belfie told EDITOR & PUBLISHER.

Belfie said Buick's mid-winter advertising schedule is the heaviest on record for this period.

Domestic retail deliveries of Buick Motor cars during December totaled 25,393 units, compared with 18,871 in December a year ago, for a gain of 6,522 units, or 34%, Mr. Hufstader told EDITOR & PUBLISHER. He said that Buick entered the new year with approximately 15,000 unfilled retail orders, more than double those on hand at the beginning of 1939. Sales are maintaining a consistent margin over the volume at this time last year.

C & O ADS IN DAILIES

Historic Virginia has been adopted as the theme for the Chesapeake and Ohio Lines' 1940 passenger advertising program, and "See the FIRST of America First" will be a message reiterated in a series of display ads to appear in selected newspapers in the Middle West territory served by C. & O. Lines and in several publications of general circulation, beginning this month. The Cleveland office of McCann-Erickson, Inc., handles the account.

NEW A. N. A. MEMBER

Pennsylvania Grade Crude Oil Association, Oil City, Pa., has been elected to membership in the Association of National Advertisers, Inc. J. E. Moorhead, executive secretary, will represent his association in the A.N.A.

Among Advertising Folk

PAUL V. FUNK was appointed director of research for Erwin, Wasey & Company, Inc., the New York office of the agency announced last week. Mr. Funk recently returned from the London office where he supervised the expansion and development of research activities. Prior to his London appointment, he served as director of research for the Chicago office of Erwin, Wasey, which he joined in 1927.

Paul V. Funk

DOROTHY MCGIVERAN, formerly with McGiveran-Child Co., has joined Jim Duffy, Inc., Chicago agency, as an account executive. Miss McGiveran and JANET CHILD founded the McGiveran-Child Co., a Chicago agency, in 1934, selling their interests in 1938 but Miss McGiveran remained with the company as an account executive until joining the Duffy agency.

MISS HELEN MCCULLY, formerly head of the press and promotion department of Lord & Taylor, has joined the staff of Abbott Kimball Co., Inc., New York.

JOHN C. KELLY, of Kelly, Nason, Inc., New York, has been named chairman of the advertising committee of the Archbishop's Committee of the Laity for 1940, in connection with the 1940 Catholic Charities Appeal.

FRED ANDERSON, formerly with the National Broadcasting Co. and for the past four years in the research and media departments of Benton & Bowles, will join the New York office of the Sawyer Ferguson Walker Co., publishers' representatives, Feb. 1.

CHARLES M. SPENCER, who was in charge of sales promotion and advertising in the Philadelphia office of the Delaware, Lackawanna and Western Coal Co., was recently named advertising manager in New York, succeeding HENRY S. GAGE, who was advanced to general sales agent.

T. S. STRONG, former president of Strong, Cobb & Company, Cleveland pharmaceutical firm, has joined Ivey & Ellington, Inc., Philadelphia agency, as vice-president.

ARTHUR J. EATON has left Young & Rubicam to become associate copy director of Sherman K. Ellis & Co.

LEO E. MCGIVENA, president of L. E. McGivena & Co., was the principal speaker at a luncheon Jan. 25 of the New York chapter, American Marketing Association, at the Hotel Commodore.

CARL M. LYNGE, JR., formerly with the publicity department of General Electric Company, has joined the advertising staff of Carrier Corporation, Syracuse.

CHARLES H. EYLES, president, Richard A. Foley Advertising Agency, Inc., Philadelphia, spoke before a meeting of the Baltimore Passenger Association Jan. 18 on "The Quintuplets of Advertising."

RUFUS H. JONES, formerly of Doremus & Company, has joined the Service Department of McCann-Erickson, Inc.

ROBERT H. GILMORE has joined the staff of Martin L. Marsh, Eastern Representative of the *Cincinnati Times-Star*, in a sales capacity.

SIDNEY C. DAVIDSON has been named advertising and publicity director for Film Alliance of the U. S., a corporation newly organized to meet the need for a large central clearing house in the U. S. for distribution of foreign films. Executive offices are in the RKO Building, Rockefeller Center.

Campaigns and Accounts

HYGRADE FOOD PRODUCTS CORPORATION has named Landsheft & Warmen, Inc., Buffalo, N. Y., and Martin, Frank & Atherton, Inc., Detroit, as its advertising agencies. Hygrade also announced this week the appointment of Alfred S. Moss as director of advertising and sales promotion.

Plans for advertising Michigan apples with funds raised by a tax of 1 cent a bushel on growers have been held up and the outcome is in doubt, following a Circuit Court decision that the enabling act is unconstitutional. Several growers had fought the act on this technicality. The MICHIGAN APPLE COMMISSION is expected to appeal to the State Supreme Court.

The DRIER HOTEL CHAIN, operating six hotels in New York City, has scheduled a sharply increased newspaper campaign in Latin-American countries as a result of gains in patronage ascribed to a similar campaign last year. The Blackstone Company has the account.

RESIDENTIAL INFORMATION BUREAU, formed to disseminate information on residential sections in New York, has appointed J. R. Kupsick Advertising Agency.

COOK LABORATORIES, INC., and the ANTODOLOR MANUFACTURING COMPANY, INC., makers of ethical pharmaceuticals, have named Monroe F. Dreher, Inc.

GROCERY STORE PRODUCTS COMPANY has selected Hubert Hoge & Sons to direct the advertising for Cream of Rice.

PAYNE FURNACE & SUPPLY CO., INC., Beverly Hills, Calif., has placed its account with the Los Angeles office of Gerth-Knollin Agency, it was announced by F. V. Hiatt, advertising manager. The agency's service will be directed by Byron H. Brown, Los Angeles manager.

PHILLIPS PRODUCTS CO., of Portland, Ore., has appointed Beaumont & Hohman, Inc., Chicago, as advertising agency for Kindelstyx, a new concentrated instant kindling.

PLYMOUTH CORDAGE CO. of North Plymouth, has appointed the New York office of Fuller & Smith & Ross Inc. to handle its account. Advertising contracts have been placed in both consumer and trade publications. Fuller & Smith & Ross will also handle advertising for Plymouth's subsidiary in Canada, CONSUMERS CORDAGE COMPANY, LTD., of Montreal, Halifax, Toronto, and St. Johns, N. S.

Roche, Williams & Cunnyngham, Chicago agency, is using newspapers in Chicago, Philadelphia and New York on Brownatone, a product of KENTON PHARMACAL CO., Covington, Ky.

A newspaper test campaign in five cities, Minneapolis, St. Paul, Kansas City, St. Louis and Philadelphia, is being released on MORRELL'S "Easy Cut Hams" through Henri, Hurst & MacDonald, Chicago.

Chas. Silver Co., Chicago agency, is using Chicago papers on Universal Soap, a product of UNIVERSAL COCOA PRODUCTS CO., Chicago.

ASSOCIATED DISTRIBUTORS, Chicago, are introducing a new product, Cinema Sable Lipstick, to be advertised through Matteson, Fogarty & Jordan.

Donovan - Armstrong, Philadelphia, has been appointed advertising agent for a new Philadelphia apartment house, known as 2601 PARKWAY. Newspaper advertising is being used.

The LESTER PIANO MANUFACTURING CO., INC., Lester, Pa., has appointed John Falkner Arndt & Co., Inc., Philadelphia. The campaign includes newspapers.

The Oswald Advertising Agency, Inc., Philadelphia, is now placing advertising for the following accounts: FRATT FOOD CO., Philadelphia; GATEWAY INDIVIDUAL LAUNDRY, INC., Blue Point, Long Island, N. Y.; EUREKA LAUNDRY, Harrisburg, Pa.

A nationwide promotion of "Silver Jubilee" model, in celebration of the EMERSON RADIO & PHONOGRAPH CORPORATION'S 25th anniversary, is now being featured in a widespread newspaper campaign by leading department and furniture stores and by exclusive radio dealers throughout the country, Ben Abrams, president of the company, announced last week. He said Emerson set an all-time volume record by selling in eight days two-months' intensive factory production of a series of new 1940 models.

Buenos Aires Office of the J. Walter Thompson Company has been appointed advertising agent for MARTINI AND ROSSI VERMOUTHS in Argentina. The Antwerp office will launch a large campaign in 1940 for LABORATOIRE JESSEL, manufacturers of Jessel Cod Liver Oil Tablets, Vegebom Facial Soap, and other products.

WHEATENA CORPORATION is conducting special advertising merchandising and sales tests in New England and the Middle West, with a view to broadening their entire sales and advertising operations in those sections. Compton Advertising, Inc., New York, is in charge of the campaign.

'39 Roto Linage Gained 7.8%; National Up 25.1%

Total for Year Was 12,166,254, Increase of 884,045 Over '38

CHICAGO, Jan. 22—Newspaper rotogravure advertising linage for 1939 showed a gain of 7.8% over 1938, with total linage last year amounting to 12,166,254, an increase of 884,045, according to figures released here today by Kimberly-Clark Corporation.

National roto made a decided increase last year, with a total volume of 7,496,746, a gain of 1,501,332, or 25.1%. Local gravure linage, however, decreased during the 12-month period, winding up with a total of 4,669,508, a decline of 617,287, or 11.7%.

Yearly total for monotone was 10,538,931 as compared with 1,627,323 in color roto.

In December, newspaper roto aggregated 1,574,600 for a gain of 198,859, or 14.5% over the same period in 1938. National linage showed the largest increase with a total of 720,024 lines, a gain of 129,676, or 22%. Local gravure showed a small increase, totaling 854,576, a gain of 69,183, or 8.8%. Monotone for December, totaled 1,367,026 as compared with 207,574 in color roto.

. . . Advertisers . . . Advertising Agencies . . .

The ADVERTISING SURVEY

By WARREN L. BASSETT

TWENTIETH Century-Fox set perhaps a new high in advertising illustration when it this week presented to New York's millions newspaper advertisements promoting the movie "Grapes of Wrath" with art by Thomas Hart Benton, famous Missouri artist, who did a series of six original lithographs exclusively for this outstanding advertising campaign.

Chas. E. McCarthy

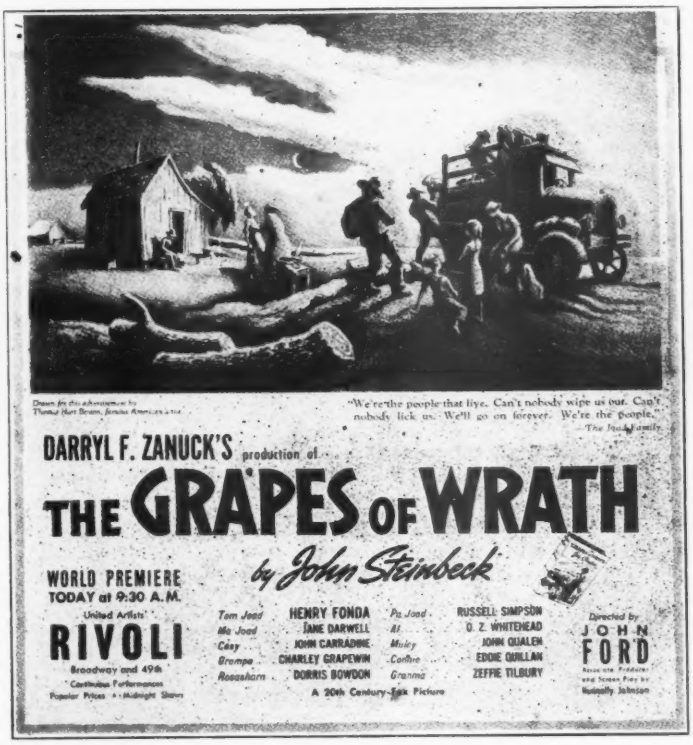
Other campaigns in the past undoubtedly have been illustrated by big name artists, but we doubt that any in recent years has been graced by the work of an artist of Mr. Benton's calibre.

Story behind the Benton art is that the idea was born last fall in the New York office of Charles J. McCarthy, advertising director of 20th Century-Fox. As one of the greatest modern interpreters on the stark life of the plains, it was believed that Benton alone could recreate on paper the saga of the Joads so that it would make an unforgettable impression on the reader.

Pursuing the idea, Art Director Louis Shanfield of the 20th Century-Fox New York advertising headquarters was sent to Kansas City last December to present the idea to Mr. Benton. He was either lucky or extremely persuasive. He caught Mr. Benton when the latter had some time on his hands before beginning a vacation, and induced him to make the series of six drawings. A factor which helped the plan along was that Mr. Benton was found to be a great admirer of Mr. Steinbeck's work. He was pleased to do the job.

Of the six lithographs, five are portraits of the principal characters of the drama, while the sixth is a large drawing showing the Joads loading their ramshackle car for their departure to the west from their dust-engulfed Oklahoma home. A sickle moon rides in the sky and in Benton's best manner the Joads are shown about the truck while Grandpa sits disconsolately by the sagging door of the deserted home.

The series undoubtedly is a contribution to American art and many millions, besides those of metropolitan New York who saw the advertisements this week, will in the future look upon these lithographs with pleasure.



This was the largest advertisement in the "Grapes of Wrath" series, carrying Benton's conception of the Joads leaving their dust-stricken home. At lower right the caption quotes from the book: "We're the people that live. Can't nobody wipe us out. Can't nobody lick us. We'll go on forever. We're the people."

The "Grapes of Wrath" showing in New York was a pre-release, Mr. McCarthy said, and the film will not go to other points in the country until April. First run theatres will cooperate in placing an adaptation of the New York copy.

Nine English language newspapers in New York and Brooklyn were used for the campaign promoting the Steinbeck film. Copy varied in size ranging from 15 inches on five columns down. The sum of $30,000 was spent to promote the film in New York alone, $25,000 to newspapers and $5,000 to billboards.

This column gives a bow to Messrs. McCarthy and Shanfield for attracting one of the country's greatest artists into the advertising columns.

■

Newspaper Ads Sold Tombstones

IT IS undoubtedly easier to sell a toothbrush than a tombstone, but there is one newspaper that we know of which took on the latter job and did it successfully through cleverness.

It is the *Middletown* (Conn.) *Press*, which last fall ran two advertisements a week from Sept. 18 to Oct. 15 for a local granite company promoting the sale of tombstones. The copy was written by Nelson A. Demers, advertising manager of the Press, and he emphasized the necessity of placing orders before Oct. 15. Describing the campaign, Mr. Demers said:

"In writing this campaign I found some very interesting facts about the concern, which had never advertised before. It had done a state-wide business for more than 41 years, erecting memorials in more than 350 cemeteries and in more than 140 communities."

How does one sell a tombstone?

Here is a sample of Mr. Demers' copy:

"MEMORY'S RECORD

"In designing a memorial it is our responsibility to help you insure a message of distinctiveness and beauty that time cannot destroy. A worthy tribute to those who have gone.

"If you are planning a Memorial this Fall you must see us before October 15th to insure its erection before winter comes."

The advertisement, reproduced here, is typical of the series. Copy ran six inches deep on two columns, and halftones of memorials erected by the Fox-Becker company were used at the top of each ad.

As a result of the copy six tombstones were sold, and many calls were received from interested parties. The copy was placed on the social news page, because the Fox-Becker Company wanted to attract women readers.

So pleased was the company with the results that this month it is starting another campaign to run through March 15, offering a special discount for orders placed before that date, to level out the rush of orders placed just prior to Memorial Day.

Grouped in one advertisement, the five portrait lithographs done by Thomas Hart Benton for 20th Century-Fox. Each head was featured separately in other ads.

■

HEALTH ROTO SECTION

Daily and weekly newspapers of the country are being asked by the various tuberculosis associations to carry sometime in April a tabloid roto section devoted entirely to the Early Diagnosis Campaign of the associations. The insert has four pages, 11¼ by 12, and provides room on page one for the imprint of the newspaper. The U. S. Postoffice has informed the National Tuberculosis Association that the roto may be included in any regular issue under second class mail. The District of Columbia association has ordered 160,000 copies for the *Washington Star*. Early reports indicate that the roto will be used extensively in Indiana, Iowa, Kentucky, Montana, Pennsylvania, South Carolina, Texas, Washington, and Wisconsin.

■

PLAN AD INCREASE

The Andrew Jergens Company, Cincinnati, after having had the biggest year in its 58 years of business history, last week announced that advertising of Woodbury and Jergens products will be substantially increased during 1940. In addition to a large magazine schedule, Sunday supplements will be widely used. Lennen & Mitchell, Inc., New York, has handled the Woodbury account for the last 10 years and Jergens' Lotion for the last four. Recently the agency was appointed to handle advertising for an entire new line of Jergens cosmetics.

■

NEW CRISCO COPY

Mrs. Roy Fleming, selected as "Mrs. Typical Customer—1940" by the National Retail Dry Goods Association, and recently a much-feted visitor to New York City, is to be featured by Procter and Gamble in Crisco newspaper and radio advertising. The newspaper ads will be approximately 500 lines, and will run in newspapers from coast to coast. Compton Advertising, Inc., handles Crisco.

■

AD BILL DEFERRED

WASHINGTON, D. C., Jan. 22—The Johnson Bill, proposing to amend the Communications Act by prohibiting advertising of alcoholic beverages by radio, was reached on the Senate calendar today but was passed over without action at the request of Senator Charles McNary of Oregon.

Making Newspapers More Readable

Typography and Makeup . . . Recent Tests Of Type Legibility Suggest New Ways of Using Type

By KARL F. ZEISLER*
MANAGING EDITOR, *MONROE* (MICH.) *EVENING NEWS*

(This is the first of a series of three articles by Mr. Zeisler.)

NEWSPAPERS *can* be made more readable—which means they can gain more readers and wield more influence over those they have in the face of ever-increasing competition from such new mediums as the radio, television, newsreels and the picture magazines, which do not depend on the complicated process of reading. These three articles are intended to show various ways of increasing newspaper readability. They cover, in condensed form, extensive new developments in three related fields: 1, the legibility of type, paper, ink, etc., making up the printed page; 2, the operation of the eye and brain in the act of reading; and 3, tested methods of presenting news for maximum readability.

There will be no attempt here to be technical, to cite authorities or credit individuals who have done the work; this is a quick summary to acquaint newspapermen with practical suggestions gleaned from many sources.

You'll have to take the author's word for the experimental basis for many of the conclusions. However, they are a fascinating study in themselves, and as no such condensed outlines can cover so broad a field, references are given for those interested.

Let's start with the eight things that make reading easy or hard, and call them the

Aids to Easy Reading

1. The amount of *light* on the page.
2. *Type*—size, face, leading.
3. *The printed page* as a whole—including paper, ink, makeup.
4. *Eyesight*—the ability of the reader to see clearly.
5. *Reader's skill*—how well he absorbs ideas from print.
6. *Reader's attitude*—his interest, motives, and competing distractions.
7. *Subject matter*—the content of the material to be read.
8. *Style*—how the subject matter is presented.

Of these eight aids, the publishers can make four even more helpful, having control of type, the printed page, subject matter and style; while four are the reader's responsibility, light, eyesight, skill and attitude. But even with 50% control, newspapers can greatly lighten the reader's work, to the benefit of both, and in addition can influence the readers' attitude, improve his skill and perhaps persuade him to read in a good light and get glasses.

All eight of these aids will be discussed, this first article dealing mainly with light, type and the printed page, including makeup. The second will go into eyesight and reading skill and the third with ways of attracting the interest of the reader and holding it by presenting news in a form he can read with a minimum of effort.

One fact, confirmed again and again in tedious research, stands out like a house afire as the reason why newspapers for their own gain need to be made easier to read—*the average reading ability of the American public is on the level of sixth grade readers.* That doesn't mean the level of intelligence, education or maturity—it means that the degree of skill by which the vast majority of newspaper readers absorb facts and ideas from our printed pages is equal to the skill of a 12-year-old pupil.

So, keeping always before us that mental picture of the sixth-grade youngster conning his geography, let's launch into what the scientists have recently learned about light, type and print.

More to Hold Readers

It might be a good idea if newspapers gave away 100-watt bulbs and eye-glasses with subscriptions. Certainly they would do more to hold readers than any subscription bait now used, for most of our readers need more light, and many of them better sight, to consume our product.

Perhaps the best introduction to a discussion of light and type is a quotation from Dr. Matthew Luckiesh, director of General Electric's lighting laboratories and the man who has done most, so far, to put the study of the printed page on a scientific basis. He says:

"It is nothing short of ridiculous for anyone to make a sweeping generalization as to the best type-face, type-size or illumination for reading."

LIGHT—He has found that while most of us read in a light rated at from 5 to 20 footcandles, we can read much better if the light is increased up to 100 footcandles, and do our best work outdoors in the shade where the light is 1,000 footcandles. So much for light. We merely need to remember that our papers are read in far less light than is desirable, and so, to make newspaper reading easier, we must do something about the factors we do control, which are type and the printed page.

Years of study have been put into type, but as yet no positive test has been developed to determine what face or size is easiest to read. That has been developed to determine what face or size is easiest to read. That is a broad statement, but literally true. You can find learned treatises recommending type sizes all the way from 6 to 36 pt., and the "best" length of line runs all the way from 70 to 180 millimeters. Most of these studies are a waste of time, for so many things enter into what determines ease in reading that it is practically impossible to devise a scientific test.

Dr. Luckiesh has the best one—an instrument which determines the amount of light required to read a given sample of type, and by relating this to the standard scale of normal vision, he gets plausible results. At least he can give you the percentage of visibility of any given type face or size, print or paper. Here, in summary, is what has been actually learned about type:

Size of Type a Factor

SIZE—The size of type is only one of many things governing reading ease, as our list of eight shows. Merely increasing type size won't necessarily make reading easier, unless other factors are also changed, such as light, length of line, spacing, ink, paper, etc. Actually, in body types commonly used, the eye does not distinguish minute details of design, or even 1-pt. changes in size.

Big type is easier to *see* than little type—but not necessarily easier to *read*. The eye can only take in a sharp image of about 4 letters of 7 pt. at a time. If type is too big, as in streamers, the eye has to jump along the line several times to take in even one word. That physical limit of the eye itself puts a practical limit on type size. In fact, 12 pt. is about the biggest the eye can comfortably deal with in reading continuously. The law of diminishing returns applies in type size as in circulation.

But from a psychological standpoint, an appreciable increase in body type size is of enormous benefit to a newspaper, for it makes the reader *think* the paper is much easier to read. He can scan a column of 10 pt. in far less time than a column of 7 pt. *Unquestionably, papers would gain a tremendous reader-friendship by an appreciable increase in the size of body type*—of at least two points, say from 7 to 9, but as will be shown later this need not be used throughout the paper. Every reader gets the impression that he reads without eye "strain" and much faster when he reads manifestly bigger type. But in addition, an increase in type size gains many readers at both ends of the age scale. Old and young alike have difficulty with 7 pt., youngsters because they are used to school texts set in 10-18 pt., oldsters because their eyes aren't what they used to be. So an increase in type size, say from 7 to 9 pts., or from 8 to 10 pts., would have an actual value for a paper, even though it might not be of great importance from a scientific standpoint in improving reading ease.

Scientific Standards Lacking

FACES—More newspaper ballyhoo has been wasted on the "ease of reading" of "new" body type than anything else. Perhaps you have gone through the throes of such a change, or of considering it. You must have been impressed by the lack of any scientific or even practical standards by which to judge one face against another.

I have done considerable investigating of such changes, and find almost invariably they are made by the executives getting together, looking at samples of different faces and reaching an agreement on one they "like" best. Yet that may be as good a standard as any. One large type company confessed, when I wrote to find out what "scientific" tests they recommended, that "many such tests have been reported to us and many attempts have been made in an effort to measure legibility, but we do not know of any we would recommend for your purpose." There ain't no such animal, except Dr. Luckiesh's visibility meter, which shows the amount of light needed to read any given face or size. It promises to provide, eventually, a scientific type-testing technique, but it is still in the development stage. His tests indicate a difference of nearly 3 pts. in legibility among 20 different faces of 8 pt., with italic rating poorest and medium bold the best. I have not learned of any tests by him of the relative legibility of lower case compared to caps, certainly a fruitful field. He informed me that "we have developed many new concepts, criteria and techniques with which we have made a great deal of progress. Much of our recent work on type, typography, printing, etc., has not yet appeared in print." Newspapers might do well to keep an eye on his work.

What is known about the eye indicates that readers don't notice differences of design in most of the body types now in use. What they do detect is: 1, a difference in boldness; 2, a difference in leading of more than 1 pt. They also like, and think they read better, the type face with which they are most familiar.

Thus as far as type *faces* are concerned, you may gain as much visibility by using a heavier impression and more ink as by changing from one particular type face to another and the change irks many readers.

This, at least, is indicated by laboratory tests, though it may not agree with the claims of the type companies. Light, size and leading are far more helpful aids to reading than face.

Increasing Visibility

LEADING—You can make an appreciable difference in the reader's impression of reading ease by inserting two points more leading or increasing the type size by two points. Changes of less degree than this are almost valueless, so it is plain that a mere change in type design, without an increase in size or leading, is money thrown away.

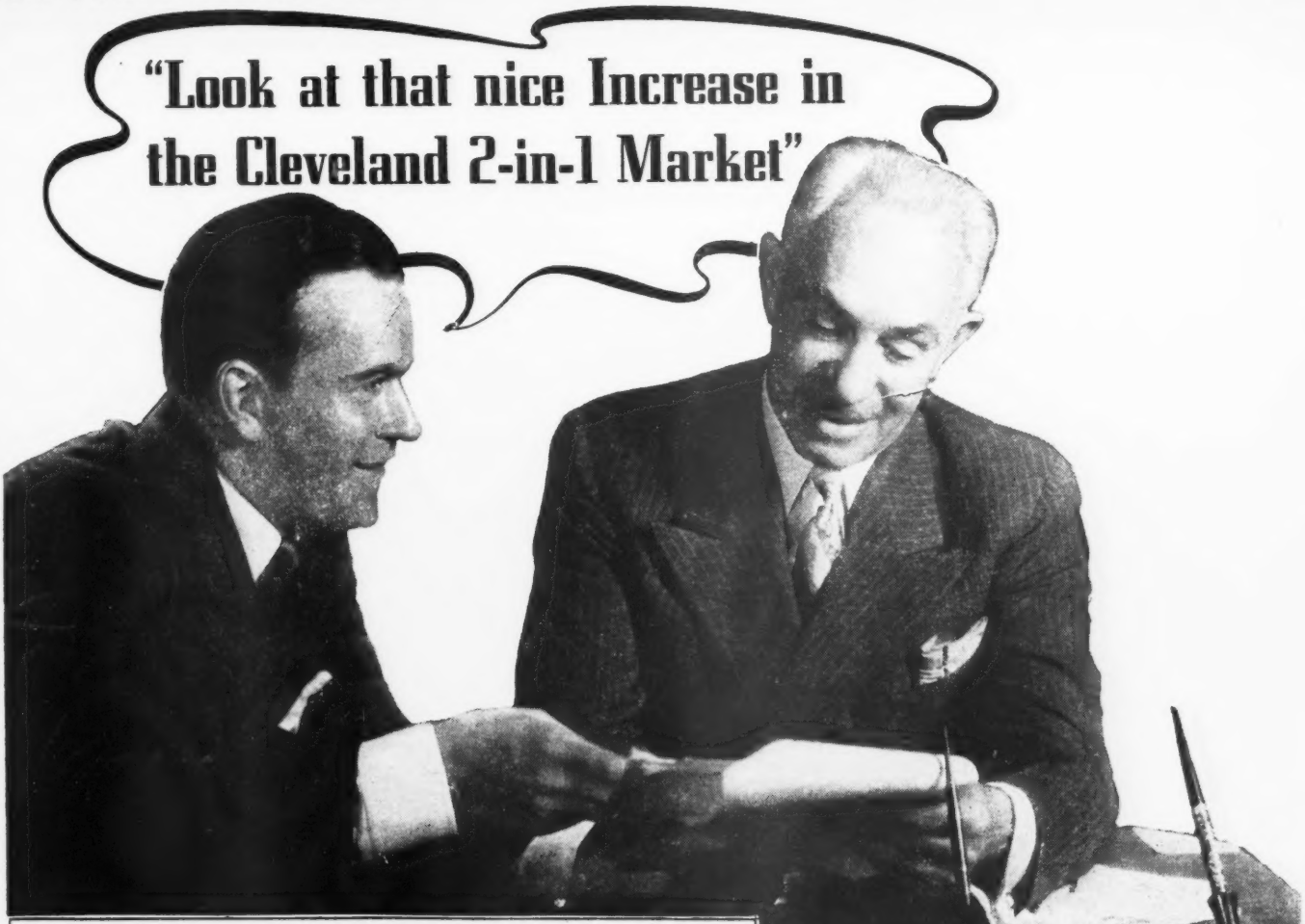
What you actually gain from changes in leading and type size is shown on Dr. Luckiesh's charts. If you go

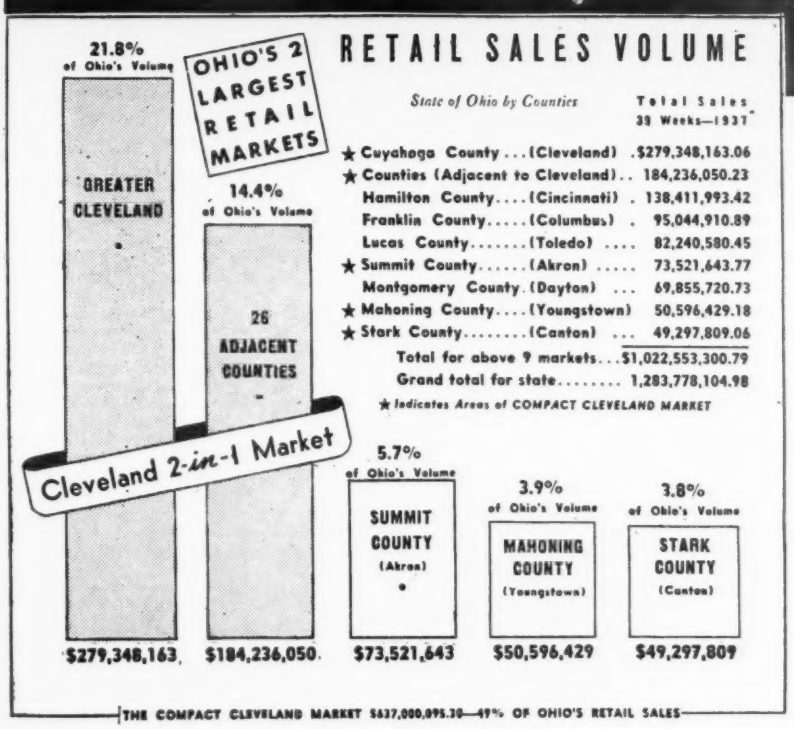
(*Continued on page 34*)

U. S. WRITERS IN CHINA

Three American correspondents pictured in Chungking, China, recently. Left is James R. Young, International News Service, Victor Keen, New York Herald Tribune, center, with James Stewart, Associated Press, right.

* Material for these articles was gathered in collaboration with Hazen Atherton, English instructor in the Monroe high school, who assisted in their preparation.





RETAIL SALES VOLUME

State of Ohio by Counties	Total Sales 39 Weeks—1937*
★ Cuyahoga County...(Cleveland)	$279,348,163.06
★ Counties (Adjacent to Cleveland)	184,236,050.23
Hamilton County....(Cincinnati)	138,411,993.42
Franklin County.....(Columbus)	95,044,910.89
Lucas County.....(Toledo)	82,240,580.45
★ Summit County.....(Akron)	73,521,643.77
Montgomery County.(Dayton)	69,855,720.73
★ Mahoning County....(Youngstown)	50,596,429.18
★ Stark County.....(Canton)	49,297,809.06
Total for above 9 markets	$1,022,553,300.79
Grand total for state	1,283,778,104.98

★ *Indicates Areas of COMPACT CLEVELAND MARKET*

In the above chart, Greater Cleveland and the 26 neighboring counties are indicated by the two shaded bars.

Check the figures, and you'll find that this area, with Greater Cleveland setting the pace, is running strong among metropolitan areas of comparable size.

Here are the two largest retail markets in Ohio—(first) Greater Cleveland, and (second) the 26 neighboring counties—closely-knit geographically and economically. Together, they constitute one of the most fertile markets in the nation.

From every standpoint, this Cleveland 2-in-1 market offers many advantages, the most important of which is that ONE newspaper—the Plain Dealer—delivers the buying power of Cleveland PLUS the 26 adjacent counties at a single LOW cost.

Ask any distributor or representative in northeastern Ohio about the importance of this 2-in-1 market—Cleveland PLUS the 26-county area. Then ask your advertising agency how the Plain Dealer covers this 2-in-1 market at ONE low cost.

CLEVELAND PLAIN DEALER

National representatives, John B. Woodward, Inc.

Eight States Have Laws Protecting Reporters

EIGHT STATES have enacted laws protecting newspaper men who refuse to divulge confidential sources of information, the American Newspaper Publishers Association reported recently in its B Special Bulletin No. 7178.

The states and the laws enacted are listed below:

Alabama: "Section 1. Definition. By word 'court' shall be designated the following: Court of errors and appeals, courts of chancery, supreme court, circuit court, prerogative court, orphan's court, surrogative court, court of common pleas, court of oyer and terminer, court of quarter sessions, court of special sessions, magistrate's court, recorder's court or any tribunal, commission or inquest operating under any order of the above mentioned courts.

"Section 2. No person engaged in, connected with or employed on any newspaper while engaged in the news gathering capacity shall be compelled to disclose, in any legal proceeding or trial, before any court or before a grand jury or any court, or before the presiding officer of any tribunal or his agent or agents, or before any committee of the Legislature, or elsewhere, the source of any information procured or obtained by him and published in the newspaper on which he is engaged, connected or employed." (Ala. Code —1936, Sec. 7658-1).

Arizona: "No person engaged in newspaper or reportorial work, or connected with, or employed by any newspaper shall be compelled to testify or to disclose in any legal proceedings or trial, or any proceedings whatsoever, or before any jury, inquisitorial body or commission, or before any committee of the Legislature, or elsewhere, the source of information procured or obtained by him and published in any newspaper on which he is engaged, connected with or employed."

Arkansas: "Section 15. Newspaper Privilege. Before any editor, reporter or other writer for any newspaper or periodical, or publisher of any newspaper or periodical, shall be required to disclose to any grand jury or to any other authority, the source of the information used as the basis for any article he may have written or published, it must be shown that such article was written and published in bad faith, with malice and not in the interest of the public welfare."

California: "There are particular relations in which it is the policy of the law to encourage confidence and to preserve it inviolate; therefore a person cannot be examined as a witness in the following cases:***

"6. A publisher, editor, reporter, or other person connected with or employed upon a newspaper cannot be adjudged in contempt by a court, the Legislature, or any administrative body for refusing to disclose the source of any information procured for publication and published in a newspaper." (Amending Sec. 1881 Cal. Code of Civil Procedure, 1935.)

Kentucky: "No person engaged, connected with, or employed on any newspaper shall be compelled to disclose in any legal proceeding or trial before any court, or before any grand jury of any county, or a petit jury of any court, or before the presiding officer of any tribunal, or his agent or agents, or before the General Assembly, or any committee thereof, or before any city or county legislative body, or any committee thereof, or elsewhere, the source of any information procured or obtained by him, and published in the newspaper on which he is engaged, connected with, or employed." (1936, c. 29. Eff. May 16, 1936. Sec. 1649d-1).

Maryland: "No person engaged in, connected with or employed on a newspaper or journal shall be compelled to disclose, in any legal proceeding or trial or before any committee of the legislature or elsewhere, the source of any news or information procured or obtained by him for and published in the newspaper on and in which he is engaged, connected with or employed." (Laws of Maryland, Art. 35, Sec. 2.)

New Jersey: "Privilege as to source of information obtained in connection with newspaper work. No person engaged in, connected with or employed on any newspaper shall be compelled to disclose, in any legal proceeding or trial, before any court, before any grand jury of any county or any petit jury of any court, before the presiding officer of any tribunal or his agent, or before any committee of the legislature, or elsewhere, the source of any information procured or obtained by him and published in the newspaper on which he is engaged, connected with or employed.

"As used in this section the word 'court' means and includes the court of errors and appeals, the court of chancery, the supreme court, the circuit court, the prerogative court, the orphan's court, the surrogate's court, the court of common pleas, the court of oyer and terminer, the court of quarter sessions, the court of special sessions, any magistrate's or recorder's court, and any tribunal, commission, or inquest operating under any order of any of the above enumerated courts." (L. 1933, c. 167, p. 349).

Pennsylvania: "Be it enacted, etc., That no person engaged on, connected with, or employed by any newspaper of general circulation as defined by the laws of this Commonwealth, or any press association for the purpose of gathering, procuring, compiling, editing or publishing news, shall be required to disclose the source of any information procured or obtained by such person, in any legal proceeding, trial or investigation before any court, grand jury, traverse or petit jury, or any officer thereof, before the General Assembly or any committee thereof, before any commission department, or bureau of this Commonwealth, or before any county or municipal body, officer, or committee thereof."

WISCONSIN ADS

A total of approximately $23,000 will be spent by the recreational publicity division of the Wisconsin Conservation Commission for newspaper and magazine advertising this year, to promote the state's recreational facilities, J. H. H. Alexander, director of the division reports.

GLOSTER TO DODGE

Arthur Gloster, for some time a member of the Detroit staff of Ruthrauff & Ryan agency, has resigned to join the advertising department of the Dodge division of the Chrysler Corporation, Detroit.

Circulation for December

293,846

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) during the month of December, 1939.

December circulation of The Sunday Sun averaged 196,947 per Sunday.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

30% GAIN in WORCESTER'S INDUSTRIAL PAYROLLS

WORCESTER'S industrial payrolls continue their upward swing. In October, they registered a 7.6 per cent gain over September, and a 23 per cent gain over October, 1938. In November they registered a 4.3 per cent gain over October and a 30 per cent gain over November, 1938.

Average Weekly Industrial Payrolls for the Last Five Months of Record

JULY	8638,002
AUGUST	668,028
SEPT.	694,356
OCT.	747,219
NOV.	779,812

As reported by the Dept. of Labor and Industries, Commonwealth of Massachusetts

This rich market is exceptionally easy to cultivate. Through one medium, at one cost, advertisers may cover the entire Worcester market, city and suburban, masses and classes. With an average net paid circulation in excess of 125,000 daily, The Telegram-Gazette reaches almost every family in Worcester and its average 18-mile retail trading area (population 433,000).

There is no other daily paper published in Worcester.

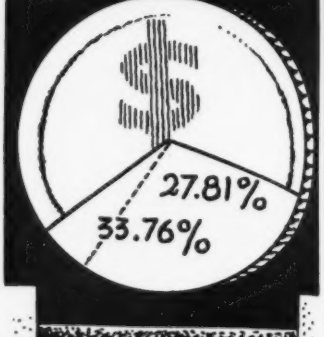
THE TELEGRAM-GAZETTE

GEORGE F. BOOTH, Publisher

Paul Block and Associates, National Representatives

OWNERS OF RADIO STATION WTAG

TOPEKA Food Dollars



The total Retail Sales of Topeka, plus its 21 Drive-in Counties, are now well over $101,966,000. The City's retail sales aggregate $26,366,000, or 25.85% of the entire total. Balance of ABC 16-County zone, $57,286,000 or 56.18% of the entire total. Balance of 5 additional Drive-in Counties, $18,334,000 or 17.97% of entire total.

A remarkable showing! Break it down in the matter of Food consumed, and you have an illuminating index of Per Capita Food Store sales—Topeka $107, Kansas $56, and the United States, $70.

Out of the total money spent for Food in the Topeka Market, Topeka Stores receive 33.76c out of every Food Dollar, in the ABC Retail Zone (16 counties) and 27.81c out of every Food Dollar in the total 21 Counties.

Topeka ranks highest among the West North Central States in Per Capita Food buying among cities of 50,000 and over.

In these food purchases 90% of the families are influenced as to nationally advertised brands, by a newspaper they have long trusted and—respected as a safe guide.

The Topeka Daily Capital

TOPEKA, KANSAS

Published Morning and Sunday by

CAPPER PUBLICATIONS, Inc.

Arthur Capper, President and Publisher

OFFICES New York, Chicago, Detroit, Kansas City, San Francisco

For its AD composition the CHICAGO TRIBUNE again selects Intertypes.

THE CHICAGO TRIBUNE installed FIVE multiple magazine Intertypes in February, 1936; FOUR more in August, 1937... and now the Tribune has ordered FIVE EIGHT-MAGAZINE STREAMLINERS—all Mixers, and including the Six-Mold Disk, the Automatic Quadding and Centering Device, and Mohr Intertype Saw. Four of these new Intertypes will be used for ad composition and one for headletter. The Tribune's first multiple magazine Intertypes were installed for setting complicated food store ads and similar display, and these continued repeat orders are definite proof of actual performance.

NEWSPAPER ad composition in general, and costly mixed composition in particular, have been made LESS costly by progressive Intertype engineering. That's why so many leading newspapers have followed up their initial investment in Intertypes by repeat orders for more Intertypes

Keep posted on recent Intertype developments. Write for details to Intertype, 360 Furman St., Brooklyn, N. Y.

Step Ahead with INTERTYPE

TEXT SET IN FUTURA FAMILY

Waterbury Heads N. Y. State Publishers Assn.

Group Says Retail Merchandising Should Be Free From Unjust Taxes

The New York State Newspaper Publishers Association, closing a three-day session of five newspaper groups at Albany Wednesday, adopted a resolution opposing the imposition of additional taxes, whether national, state or local.

E. M. Waterbury

The publishers suggested that economies be "instituted to the end that necessary governmental and social services may be accomplished without further taxation and methods and means be devised to reduce the present burden." The association recommended that retail merchandising "should be free from all unjust, punitive and discriminatory taxation."

E. M. Waterbury, publisher, *Oswego Palladium - Times*, was elected president, succeeding Burrows Matthews, *Buffalo Courier-Express*. Henry James, editor, *Hudson Star*, was elected vice-president, and Arthur J. Gordon, business manager, *Syracuse Post - Standard*, secretary-treasurer.

Tuesday evening, at the convention dinner, Clinton Hotel, Governor Herdent, succeeding Burrows Matthews, publishers he believes four state taxes are enough to cover the $168,000,000 he estimates it will cost New York State to run its government next year.

George E. Durno, White House correspondent for International News Service, told the group: "It is my opinion that if a new and serious international crisis fails to develop—a crisis which would further threaten American security—you will see Mr. Roosevelt retire to Hyde Park next January."

An interested listener was Frank E. Gannett, Rochester publisher and Republican Presidential candidate, who had flown from New York that afternoon to attend the banquet.

Earlier, the State Society of Newspaper Editors authorized its president, Harold W. Sanford, editor, *Rochester Democrat & Chronicle*, to designate a place in the metropolitan district for its meeting in May and accepted the invitation of the New York World's Fair Commission to be its guests.

Milton R. Miller, general manager, *Batavia Daily News*, was elected president of the New York Associated Dailies Monday. Other officers elected were: William LaFavour, *Amsterdam Recorder* and *Democrat*, vice-president; Louis Buisch, *Hornell Tribune*, secretary-treasurer.

About 40 newspaper business executives attended the session at which Mr. Miller presided because of the illness of President James Stiles of the *Rockville Center Nassau Daily Review Star*.

Mr. Miller also was elected secretary-treasurer of the Empire State Dailies, which chose E. M. Waterbury, of the *Oswego Palladium-Times*, president, and William O. Dapping, of the *Auburn Citizen-Advertiser*, vice-president.

Monday evening, the editors, publishers and their guests attended the legislative session to watch submission of Governor Herbert H. Lehman's budget and tax program.

Tuesday, the New York State Associated Press voted a life term to President William O. Dapping, editor, Auburn Citizen-Advertiser, and empowered him to appoint a committee to check on member newspapers failing to supply news from their territories.

The same day, Burrows Matthews opened that group's convention with more than 180 members present.

Wilder Breckenridge, sales manager of the Bureau of Advertising of the American Newspaper Publishers' Association, presented an illustrated discussion of "The Continuing Study of Newspaper Reading," reporting additional findings in an investigation by the bureau.

M. V. Atwood of Rochester, vice-president of the American Society of Newspaper Editors, read a brief message from J. Roscoe Drummond, executive editor, *Christian Science Monitor* and president, ASNE, stating that freedom of the press must be safeguarded more than ever in view of the trials facing world democracy.

Harold Sanford, editor, *Rochester Democrat & Chronicle*, presided at the luncheon session as head of the state newspaper editors. James A. Morrison of the Merchants' Association of New York City and Alexander Uhl of the publicity department of the New York World's Fair invited the editors to attend the fair.

PHONE SERVICE CUT

Telephone service to the Madison Publishing Company and Jockey Publications, Inc., Chicago, was discontinued Jan. 25 by Illinois Bell Telephone Company. Counsel for State Senator Daniel A. Serritella was denied a rehearing by the Illinois Commerce Commission and thereupon served notice that he will appeal to the Circuit Court. Stopping of service to Serritella's publications is another step in the federal government's fight on "mushroom" bookie wire services that have sprung up since M. L. Annenberg's Nationwide News Service was discontinued.

DAILY POSTPONED

Lack of capital necessary to start publication, sought since announcement of its organization in mid-November, has again caused postponement of publication of the *Brooklyn* (N. Y.) *Daily Express*, set for Jan. 29. EDITOR & PUBLISHER learned this week. Chief sponsor is Amster Spiro, former city editor of the *New York Journal*, now the *Journal-American*.

Retail Sales . . .

. . . UP!

Continuing its record as an ACTIVE market, Winston-Salem showed a 7% sales increase in '39 . . . helped along no doubt by new firms who came here to get their share of GOOD business. National advertisers can do likewise . . . and profit!

JOURNAL and SENTINEL

Winston-Salem, N. C.

KELLY-SMITH COMPANY

National Representatives

FROM 92ND TO 67TH THAT'S PROGRESS

MOLINE-ROCK ISLAND ADVANCE COMMANDS ATTENTION OF NATIONAL ADVERTISERS

YOU WANT RESULTS

WE'LL GIVE THEM TO YOU

SCHEDULE makers will logically include the Quad Cities (154,491 population) on their list of linage-deserving markets. They will be particularly impressed with the significant figures recently released by the United States Commerce Department. Here they are:

1 Rock Island County (dominated by Moline-Rock Island) moved from an industrial payroll 92nd rank in 1929 to 67th place in 1937.

2 Wages paid employees in Rock Island County factories in 1937 totalled $27,397,961, an increase of 375.3% over 1933 and 21.1% over the so-called peak year of 1929.

With earning and spending at a merry pace there is ONLY ONE WAY TO REACH OUR PROSPEROUS PEOPLE.

Argus-Dispatch, Without Duplication, Reach 9 out of 10 of the Homes in This Rock Island-Moline Sector.

The I&I Group

A Member of the Illinois Markets

★THIRD LARGEST MARKET IN ILLINOIS OUTSIDE CHICAGO

MOLINE DAILY DISPATCH

THE ROCK ISLAND ARGUS

Nat'l. Rep. The Allen-Klapp-Frazier Co.

New York Chicago Detroit

ALLEY OOP FIRST SUNDAY COMIC, READERS AGREE

He may have lived a million years ago—he may not be pretty when it comes to looks—but, oh, what a "sock" he has when it comes to a personality contest! Yes—Alley Oop has been crowned "King Comic" of The Standard-Examiner new colored Sunday comics.

Over a half-thousand readers gave Alley Oop more than a safe margin over [illegible] had a [illegible]

Ogden (Utah) Standard-Examiner

"THE one thing everyone agreed on," says the Standard-Examiner in comparing the standing of its 17 Sunday comics, "was Alley Oop for first place. Over 50 per cent of all entries placed him first, and very few ranked him beyond second."

Vince Hamlin, who draws this famous comical cave man, is exploiting to the full a new idea in comics. He moves Alley Oop through the ages by means of a "time-machine" . . . sends him into such escapades as the battle of Troy, the Odyssey, and occasionally into modern times.

Alley Oop is the most imaginative of all comics. Ask for daily or Sunday proofs.

NEA Service, Inc.

NEW YORK CLEVELAND SAN FRANCISCO

Fortune

1930 1940

AMERICA

To mark its Tenth Anniversary . . .
FORTUNE Dedicates an Entire Issue to THE U. S. A.

This is America's year—a year when the whole wide war-torn world has its eyes fixed on the U. S. A.!

And to help Americans see with a new insight and a new perspective the historic achievements of America's past . . . the limitless industrial frontiers of America's future . . . the vastly stirring land of confusion and opportunity America is today . . .

FORTUNE's staff of 63 editors, writers, researchers and experts are giving over their entire February issue to a story they have been working for many months to prepare — to tell as one great coherent story the achievements and the promise of Business in

THE UNITED STATES OF AMERICA

This issue marks FORTUNE's Tenth Anniversary as the historian of American Business. It rings down the curtain on all the doubts and uncertainties of the '30s and serves as a preface to the tremendous story of American progress and expansion FORTUNE will have to tell during the next decade.

In it FORTUNE's editors will introduce an entirely new way of measuring industrial progress—to reveal that far from being a period of stagnation the last ten years have been a decade of accelerating progress, in which the power to consume has proceeded faster than ever before in U. S. history.

They will present, in their now-famous Survey of Public Opinion, a portrait of the American people as they see themselves in relation to this progress —to disclose the surprising fact that the people share none of the spirit of defeat expressed by so many of their leaders.

In this issue also FORTUNE will study and report the achievements and the problems of

The 30,000 Managers	U. S. Culture
The 31,000,000 Workers	The U. S. Dollar
The 32,000,000 Farmers	U. S. Politics
The U. S. Frontier	The Dispossessed

—and others to a total of 200 pages, 100,000 words and 212 photographs, maps, paintings, drawings and diagrams —16 pages of them in full color.

Phila. Inquirer Photo Plant Being Modernized

By JACK PRICE

THE PHOTOGRAPHIC STAFF of the *Philadelphia Inquirer* is in a happy mood these days because the plant is being streamlined and modernized to the last degree. Frank Johnston, manager of the department, planned the remodelling along lines that incorporate the latest thoughts in construction, apparatus and accessories.

Frank Johnston

Most important is the additional room that the redesigning provides and an increase in the number of darkrooms. There will be 12 of the latter built according to novel specifications. Two men will be assigned to each room, and each will have a locker for his personal equipment. All rooms will be lined with brown tile and provided with water of controlled temperature. The tanks will be made of one-inch cypress and lined with stainless steel. The lighting system will employ the various colored lights specified for use with both panchromatic and orthochromatic film.

Sentiment Saves Old Enlarger

This correspondent while inspecting the four printing rooms was somewhat puzzled by the discovery that one old-style enlarging unit was to be retained in this otherwise extremely modernistic renovation. This, however, was explained as a sentimental and practical concession to a whim of some of the older staff members who were so accustomed to the lamp that they did not want it ousted. "Naturally," said Johnston, "we want to satisfy the men. I believe, however, that after they have used the newer equipment for a time there won't be any objection to scrapping the old enlarger."

Among the new lamps are one Saltzman vertical enlarger, two Eastman auto-printers and one Howe water-cooled unit. Included, also, are several lamps for printing miniature films. The copying and mixing of chemicals will be done in separate rooms. The men's lounge room will be enlarged and redecorated.

For the time being the staff cameramen are having some trouble with their routine work as the plant is filled with carpenters, plumbers, tile setters, plasterers and other mechanics rushing the work of reconstruction. Nevertheless they are turning in their prints on schedule despite the fact that they are often required to line up and wait for the use of a darkroom.

An interesting unit of the Inquirer plant that has elicited much complimentary comment is the department devoted to color photography. Some exceptionally fine work is being produced in this division. It is a comparatively small studio for close-up work exclusively. The greater part of the color shots illustrating the roto section are made by Alfred deLardi, Larry Keighley, Robert Hess and Chief of Staff Johnston. All of these men also cover routine assignments.

Technical Contact Maintained

Frank Johnston is a veteran news photographer who worked for the Times Wide World syndicate and several newspapers before his appointment as manager of the Inquirer's photo division. He has made an extensive and critical study of color photography and despite some deficiencies in equipment produced excellent work. By maintaining constant technical contact with the photo-engraving department of the paper he has learned enough of the reproduction process to know what color characteristics are required for best printing results.

Emile Gauvreau is the editor of the roto section which is making notable strides in its use of color. He has the expert's knowledge of pictorial journalism and what it demands of the men taking the pictures. While fully familiar with the restrictions and difficulties attending the work he is not easily humbugged by alibis for failure to turn in good results.

Everyone on the staff is thoroughly camera conscious. All are photo enthusiasts in the strictly professional sense, a fact that contributes not a little to the unity and co-operation prevalent.

New Field for Photogs

WHILE INSPECTING the Philadelphia Inquirer's roto printing plant recently, C. J. Murray, its superintendent, disclosed a situation that may mean opportunity for any enterprising cameraman with an eye to the future. Murray stated that there was a definite shortage of men experienced in color engraving, and expressed the opinion that the logical source of supply should be the ranks of the news cameramen.

He said that his plant was constantly on the lookout for experienced men and cited a recent crisis during which he wired to the manager of a large color printing plant in Louisville, Ky.

The return wire read: "Have no men to spare. Please don't try to take mine."

This department is not familiar with the union regulations governing beginners in this particular field but we are of the opinion that if there is not already a school or system of apprenticeship that it would be of help to the industry to establish some such source of instruction. And if the eligibility requirements do not exclude cameramen experienced in color photography, those now engaged in this work might profitably investigate the possibilities inherent in photo color engraving. With their basic knowledge of color, such men should absorb the necessary mechanical education with no great difficulty.

The present method of augmenting the color engraving staff is to educate regular photo-engravers in the shop. This is somewhat more costly than straight apprenticeship instruction. Mr. Murray is of the opinion that photographers who wish to establish themselves in this field should make the necessary inquiries and lose no time in instructing themselves. Steady and

(*Continued on page 32*)

SETTING THE PACE IN OHIO

first IN TOTAL ADVERTISING AMONG ALL OHIO NEWSPAPERS

15,151,973 Lines
A Lead of 1,771,238 Lines over Ohio's second Newspaper.
An Enviable Record for 1939

Here Are the 1939 Totals from Media Records for Ohio's Six Leading Newspapers

AKRON BEACON JOURNAL	15,151,973
Columbus Dispatch	13,380,735
Cleveland Plain Dealer	13,162,860
Cleveland Press	11,595,677
Dayton News	11,417,571
Youngstown Vindicator	11,376,200

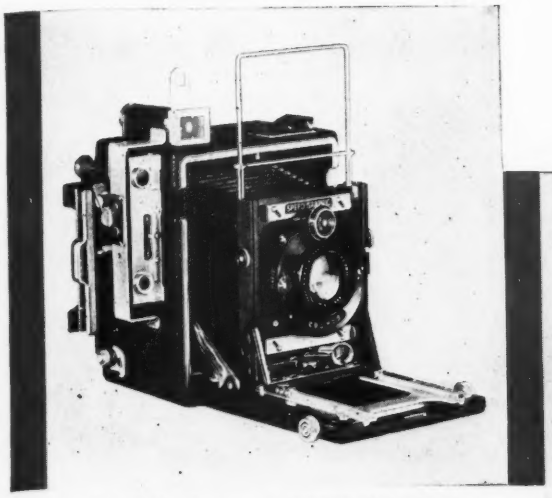
The SUPREME Test of Pulling Power of One of the Country's Most Influential Newspapers.

Let the Beacon Journal carry your sales messages to the entire alert, free-spending Akron market. For coverage, economy, and *results* this newspaper is an advertiser's ideal medium . . . that's why it leads Ohio in linage!

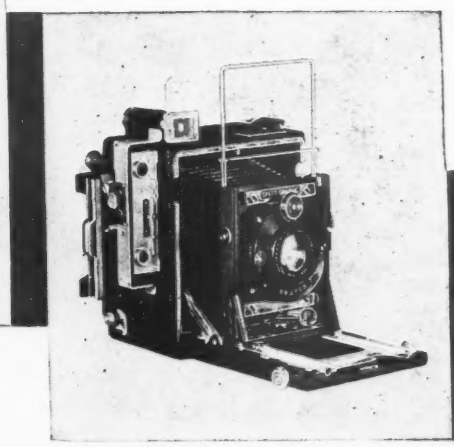
FOR 1940
Roger W. Babson SAYS:
"I am setting the sights high for Akron in 1940. Given favorable conditions. . . . I would not be surprised to see the 1929 peaks broken some time during the year."

AKRON BEACON JOURNAL
ESTABLISHED 1839
REPRESENTED BY STORY, BROOKS & FINLEY—NEW YORK—CHICAGO—PHILADELPHIA—CLEVELAND—SAN FRANCISCO

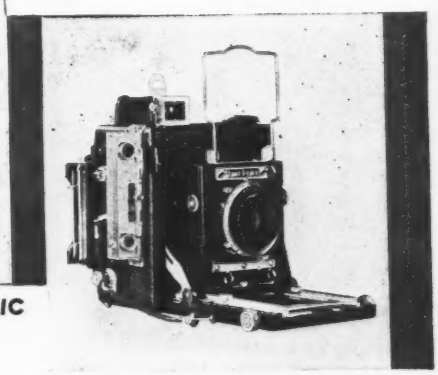
LOOK AT ALL *Three*



4 x 5 Anniversary *SPEED GRAPHIC*



3¼ x 4¼ Anniversary *SPEED GRAPHIC*



2¼ x 3¼ Miniature *SPEED GRAPHIC*

There's a *SPEED GRAPHIC* for Every Picture-Taking Purpose!

WHATEVER your picture-taking requirements, there's a Speed Graphic to fill them perfectly! For close-up shots of celebrities, accidents, interiors at close range where a wide angle is essential, and even one-to-one copying — for all-around press work night or day, publishers and photographers alike find the answer to better story-telling, paper-selling pictures in one of these three prize-winning Speed Graphic cameras. When purchasing additional or replacement equipment, look at all three. And look at the features of each, listed below to help you in your selection.

SPEED GRAPHIC Features of All 3

All three of these Speed Graphic cameras have these valuable features: interchangeable lenses; wire frame view finder; parallax-correcting tubular view finder; dual control helical rack-and-pinion focusing; precision vernier footage scales; one-piece metal front standard; all-metal drop bed; all-metal back; metal internal case reinforcements; double bellows extension; rising front; ground glass focusing; broad shutter speed range; generous use of beautiful and durable chrome finish; provision for internal coupling of accessory range finder; choice of "Graflex Back" or "Graphic Back."

Added 3¼ x 4¼ and 4 x 5 Features

In addition to the Speed Graphic features listed above, these cameras have: front standard locking lever; positive track lock; two-piece linked track permitting rack-and-pinion focusing of wide angle lenses; lateral shift of front; wire frame view finder that telescopes into front standard; focal plane shutter lock.

Added 2¼ x 3¼ Miniature Features

In addition to the Speed-Graphic features common to all three, this camera has: small, compact size; built-in focal plane shutter flash synchronization; folding wire frame view finder.

EASY PAYMENTS—All - versatile Speed Graphics are priced from $111.00; with coupled range finder, from $138.00. Down payment as little as..... **$23.00**

New York City Display Rooms: 50 Rockefeller Plaza

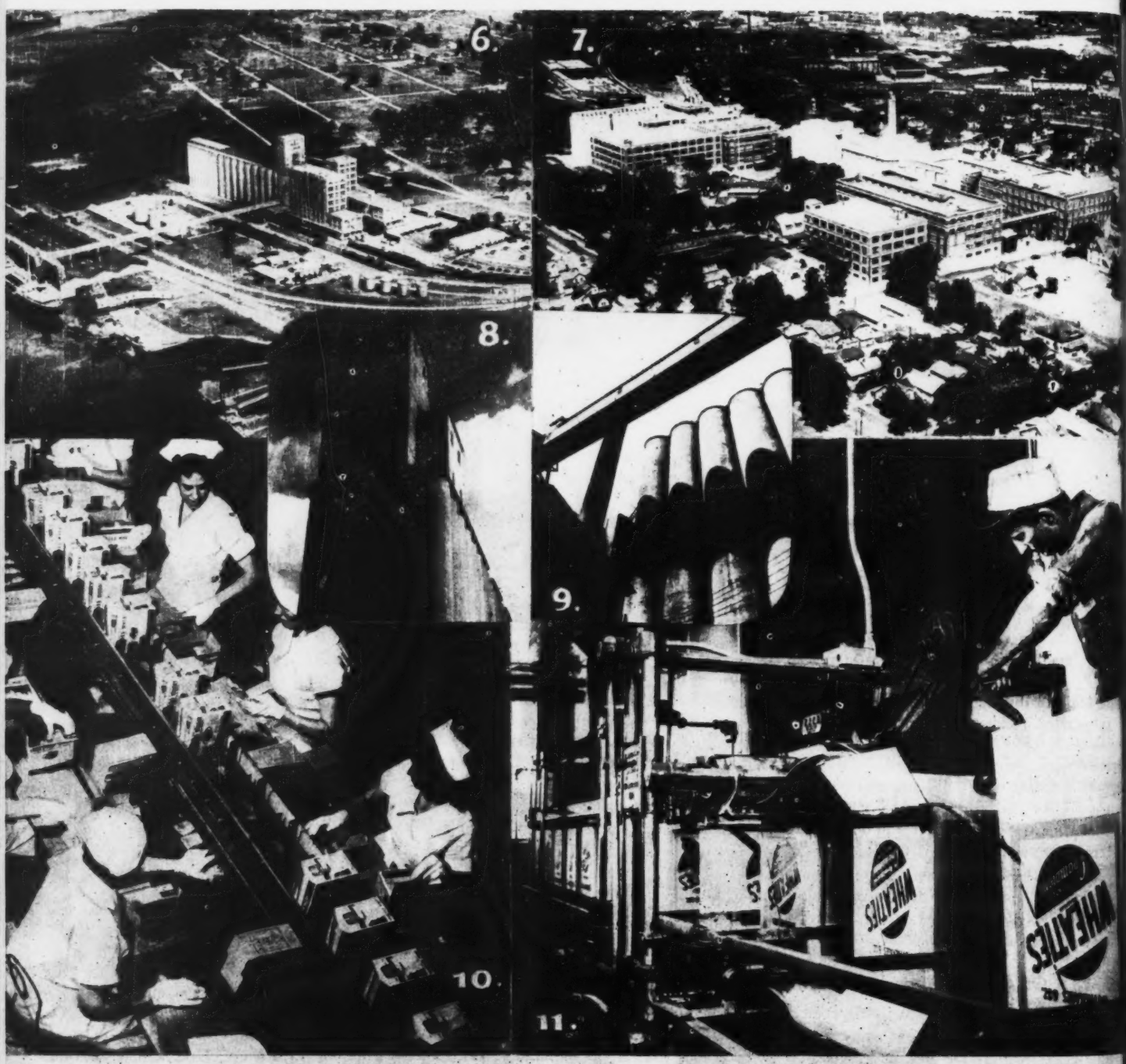
FREE CATALOG—New catalog of Graflex-made Prize-Winning Cameras, with outstanding illustrations and articles by leading authorities. *Free* at your Dealer's. Or send 10c in stamps or coin for postage-handling to Folmer Graflex Corporation, Dept. EP-53, Rochester, N. Y., U. S. A.

GRAFLEX

American-made *Prize-Winning* Cameras

GRAFLEX AND GRAPHIC CAMERAS 50 YEARS OF PROGRESS 1890-1940

HOW *Cereals* DOMINATE OUR FOOD ECONOMY NEEDS TELLING IN THE NEWSPAPERS



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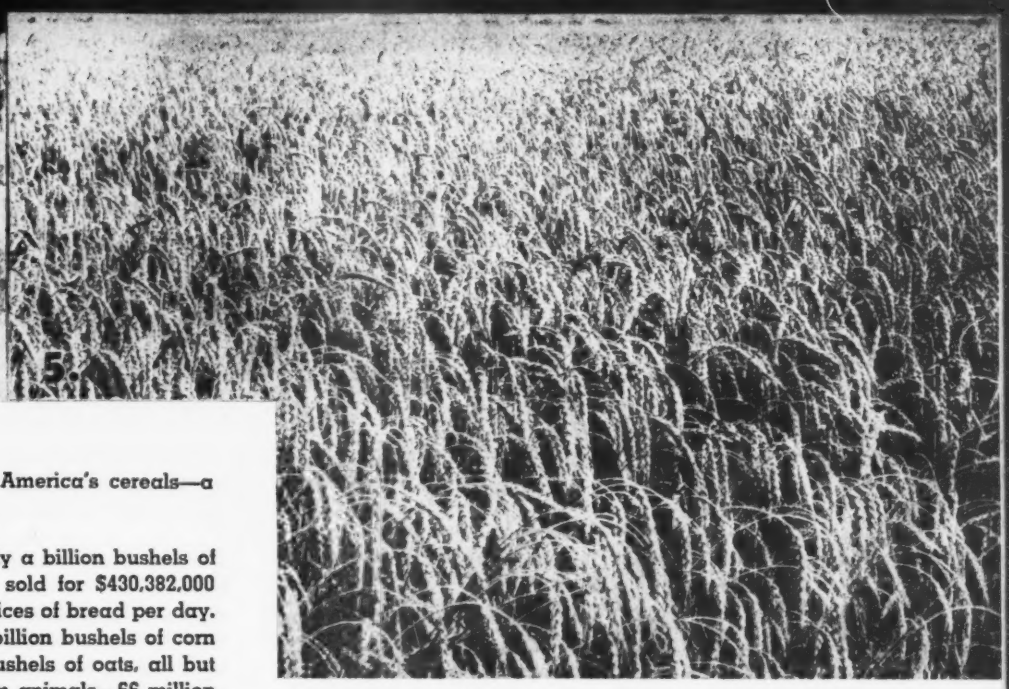

5.

IT takes some 225,000,000 acres to grow America's cereals—a 7½-acre patch for every family.

In 1938, 70,221,000 acres produced nearly a billion bushels of wheat, some 622,384,000 bushels of which sold for $430,382,000 and supplied each of us with perhaps five slices of bread per day. 91,792,000 acres produced two and a half billion bushels of corn and 35,477,000 acres more than a billion bushels of oats, all but perhaps 3% of which was food for the farm animals—66 million beef cattle, 53 million sheep, 44 million swine, besides 25 million milch cows and 400,000,000 chickens, and the 15½ million horses and mules. Barley and rye were grown on 14,500,000 acres. The brewers used 3 billion pounds of barley, nearly 1 billion of corn, 260 million of rice and 33 million of hops. The distillers used 29,283,156 bushels of corn, rye, barley, wheat and rice. Another 10,000,000 acres were planted to grow sorghums and other grains.

DISTRIBUTION starts with sales made in some fifty-two Grain Exchanges from coast to coast. There is storage for half a billion bushels in 500 grain elevators in 29 storage centers, and for a quarter of a billion in the elevators of a thousand flour mills.

Transportation of more than 58,000,000 tons of grain, most of it unprocessed, provided an income of nearly a quarter of a billion dollars for the railroads in 1938. Of this, $81,759,793 was for wheat, $32,786,417 for wheat flour; $45,000,000 for corn; $23,000,000 for oats, barley, and rye; $5,000,000 for cereal preparations.

A fleet of 100,000 trucks is needed to deliver the output of our modern bakeries. Every fifth sale and more than 10% of the dollar sales of our 417,000,000 groceries are of bakery products. Some 9,500 hotels, 400,000 restaurants and "stands" serve meals.

WHEAT FLOUR MILLING in the United States, according to estimates of The Northwestern Miller, is done in some 3,900 mills with a 24-hour capacity of 800,000 barrels.

The 1937 Census lists the output of 2,238 mills as 105,273,915 barrels of wheat flour valued at $617,024,692; other flours, including corn meal, valued at $66,920,808; and nearly 6 million tons of bran, middlings, feed, etc., valued at $169,364,970. Employment in these mills averaged 33,000, with payrolls of $44,000,000.

CEREAL PREPARATIONS is a relatively new food classification. Per capita consumption reached 12 pounds per annum in 1930. In 1937, 112 establishments paid 9,308 employees salaries and wages of $13,878,392, and added $69,589,487 to the value of raw materials in products selling for $164,495,199.

MACARONI, spaghetti, vermicelli, and noodles, to the value of $50,358,752, were manufactured in 319 establishments with 7,436 employees and a 1938 payroll of $7,668,789.

MIXED FEEDS for animals and fowls were made in 1,126 establishments in 1937. Employment numbered 19,190; payrolls were $24,485,576; value of product, $415,211,162.

BAKING is now Big Business in America. In 1900, some 45% of our bread was home baked. Today, 85% is baked outside the home—in the cities, 98%.

Only 25 years ago, the average loaf of "baker's bread" was made of flour, yeast, salt, and water. Today it also contains 6% to 12% of milk solids, besides sugar, shortening, malt.

There are some 28,000 bakeries. The 1937 Census enumerates 319 makers of "biscuit and crackers," including pretzels. They employed 31,877, who were paid $35,145,780. The value of their output was $208,297,832. Establishments making bread and "soft" products were numbered at 16,874, with 231,258 employees and payroll of $304,309,424. Their product sold for $1,217,865,027.

The principal materials consumed by the baking industry in 1937 included flour costing more than $266,500,000; sugar, $55,000,000; butter and other shortenings, $84,000,000; milk, $28,000,000; eggs, $33,000,000; yeast, $22,000,000.

IN CONCLUSION—With every new year we make new demands upon our diet. But we continue to need food with 85% energy value. And we forget that cereals are supplying 38% of this need, PLUS 37% of required protein values, 30% of the phosphorus, 16% of the calcium, and 26% of the iron we require. (Professor Henry C. Sherman of Columbia University.) And we get all of these for only 17 cents of our food dollar.

It is suggested that processors of cereals present these understandable and convincing facts more often to the great consuming public. Liberal use of advertising space in NEWSPAPERS will serve to counteract over-emphasis upon food fads and half-truths.

TELL INDUSTRY'S STORY TO THE READERS OF AMERICA'S NEWSPAPERS

Boston Globe • Chicago Tribune • Cincinnati Enquirer
Fall River Herald News • Gannett Newspapers • Harrisburg Patriot & News • Johnstown Democrat • Johnstown Tribune
St. Paul Dispatch • St. Paul Pioneer Press • Scranton Times
Westchester-Macy Newspapers

Photographs from American Miller—(1) Allis-Chalmers A-C. Conr. Belt Combine, (2) McCormick-Deering Harvester-Thresher, (3) Caterpillar Diesel Tractor and John Deere Combine. (6) Houston Milling Co., Texas. *Wheat Flour Institute*—(4) George Washington's Flour Mill at Perryopolis. (5) Waving Wheat Field, General Foods Co. (7) Cereal Plant, National Biscuit Co. (8) Wheat Storage Tanks of Concrete. (10) Packing Shredded Wheat. *General Mills*—(9) Wheat Elevators, (11) Packaging Wheaties. *Continental Baking Co.*—(12) Part of Delivery Fleet.

★ EDITORIAL ★

Doth not wisdom cry? and understanding put forth her voice?—Proverbs VIII: 1.

"A QUALIFIED RIGHT"

A YEAR OR so ago, the Supreme Court decided that the city of Griffin, Ga., had no right to interfere with the circulation of handbills by a religious sect whose doctrines did not, presumably, accord with the local mores. The city's right to keep its streets clear of discarded paper, and to protect its citizens from the annoyance of having handbills shoved at them, the court held, did not supersede the right of the religious people to make their story public.

That was the Supreme Court.

In several cases, the latest this week, the National Labor Relations Board has ordered the Ford Motor Company not to exercise a similar right to distribute pamphlets to its employes, on the ground that that expression of Mr. Ford's views on labor constituted an interference with the right of the employes to organize.

The right of free speech is a qualified and not an absolute right, the board contended. They draw an analogy between the circulation of an employer's pamphlet and the "hints" given by supervisory officials to the men under them. Coercion, the board holds, is the aim of both tactics.

Certainly the right of free speech is "qualified." It cannot be used lawfully to break the law, to utter obscenities, to advocate overthrow of the government, to slander a neighbor. It can, we believe, be used to state opinions on controversial matters when the manner of utterance conforms to the written and unwritten laws of civilized conduct. Mr. Ford, we contend, has the right as a citizen of the United States to express his views on organization to the men on his payroll, and we find nothing in the Wagner Act to contravene that right. His men have the right to hear, or refuse to hear, reject or accept, his counsel. Mr. Ford has no right under the law to obstruct collective bargaining if his employes want it. He must sit down with them and permit them to express their case as fully as they wish, without any fear of reprisal or loss of employment. But, we find nothing in the act, or in the decisions which have been made under it, which demands that he sit as a deaf mute, debarred from bringing to the table the fruits of his many years' experience as an employer.

This issue will reach the higher courts, we are certain. We doubt that the views of the NLRB will stand in the light of the Supreme Court's previous expressions, despite the many changes in its personnel recently. The men who have risen to the Supreme Bench in the past five years are professed devotees of freedom, and we do not believe that they will sacrifice fundamental principles to the temporary exigencies of a labor dispute.

PERSONAL TOUCH

ONE OF THESE DAYS, we intend to do some research on the origin and growth of the signed column in newspapers. It's one of those subjects which looks pretty obvious, but we suspect that there may be ramifications of surprising scope. Offhand, we should say that no division of a newspaper's editorial content has more possibilities for good than a local column signed by the boss himself.

There is before us at this moment a copy of the *Jeannette* (Pa.) *News-Dispatch*, owned, edited and published by C. M. Bomberger, the new president of the Pennsylvania Newspaper Publishers Association. A daily feature is C. M. B.'s front page column, entitled "On The Side." He talks in it about anything and everything, including himself and some unsubstantiated report that he may be a candidate for the state Senate. To treat such a topic editorially would lend too much dignity (in theory) to a rumor. No news story could have dismissed it adequately. But C. M. B. talked about the report and himself for three-quarters of a column of detached and dispassionate prose. He's quite "agin" C. M. B. as a state Senator, for many reasons, chief of which is that he believes a newspaper man, as such, can do better public service than as an officeholder. We agree—provided he writes interestingly, and with conviction.

NO FABLE, THIS

WE HAVE A TALE that should interest every man and every woman who sells advertising, buys advertising, or uses advertising as a guide to purchases. Hark:

One of our friends decided to replace his four-year-old overcoat. Maybe his wife made the decision. No matter, it was made. A quick reading of several New York papers revealed the advertisements of several retail clothing stores, within a minute's walk of his Times Square office.

All featured overcoat values.

Quitting half an hour early, our friend visited one of the stores with which he had traded in the past.

He went to the overcoat department, looked over the articles advertised, then turned to some of higher price. He found what he wanted, at approximately twice the price mentioned in the papers, and he was content with his choice. The process had taken about 10 minutes, during which he had not even been given a "good afternoon" by the lone salesman on the floor, busy with the only other customer. He spent another nervous five minutes, peering at the coat racks. Then he stalked out the door and went home—wearing the old coat.

Next day, he tried his luck at another nearby store. The previous process was repeated to the last detail. Again he went home, wondering why clothiers who pay Times Square rents and New York City advertising rates do not employ enough clerks to extend at least civil courtesy to the traffic which advertising brings through their doors. And he wondered how many times a day these stores permit a customer with money in his pocket and an itch to buy to go out, not only empty-handed, but angry at an inefficient merchant.

Advertising did its job completely when it led the customer to the store door. The sale could have been completed in either store, with a satisfied customer and a handsome profit, if either of two salesmen had done his job. It hasn't been completed yet; in fact our friend may decide to keep his money in the bank and wear the old coat for the six remaining weeks of winter. And he'll wonder, if he does so, whether he or a dumb clerk is responsible for "slow January business," "poor response to advertised sales," etc., that the retailers will chatter about at their next luncheon meeting.

NIEMAN SEMINAR

THIS WEEK we carry a story of a dinner meeting of the eleven Nieman Fellows at Harvard University with Basil Walters, editor of *Minneapolis Star-Journal* as guest of honor.

The Nieman Fellows, as everyone in the newspaper business should know, are working newspapermen who have been selected to spend a year at Harvard at the expense of the Nieman Foundation to pursue whatever course of lectures or study which each thinks will benefit him in his profession. The conditions are ideal. One concentrates upon what one is most interested in, and with all the wealth of faculty and library and leisure combined to stimulate and equip the mind. Nieman Fellows are extremely lucky fellows.

So rich was the Nieman gift which burst upon an unprepared Harvard ($1,000,000) that each fellow is maintained in the manner to which he has been accustomed, and perhaps better. If the fellow is married, he is given enough to live comfortably in Cambridge with his wife.

The Nieman Fellows are experienced newspapermen, cream of the crop, we presume, and each week they hold a dinner meeting, which brings us back to our first sentence. Basil Walters was the most recent guest of honor, and after the dinner was over no set speech was heard, but the small group sat around in armchairs and talked things over. They heard Mr. Walters tell how he revitalized the pages of the Star, and later the Star-Journal, with unusual typographical and picture treatment. They had a seminar in newspaper making with a master craftsman to answer their questions and tell them how.

The point is, it seems to us, that the Nieman Fellows should not be alone in their enjoyment of seminars such as this. Every newspaper has the opportunity for such educational sessions. It takes drive and determination to declare a weekly or semi-weekly staff meeting where older heads will discuss the paper with the newer staff members. There are dividends in it. It gives the staff a new picture of what it is doing, what are the sins of commission and omission, an insight into business office and libel problems, and a new realization of what the organization is striving for. Praise can be given and criticism recorded.

Perhaps the seminars of the Nieman Fellows point a way for daily newspaper staffs.

ADD "PRESIDENTIAL BEES"

WE MENTIONED last week that the four leading aspirants for the Republican Presidential nomination have, or have had, some association with journalism. It appears that we overlooked some talent on the other side of the street.

From the Eastern headquarters of Paul Vories McNutt, we learn that the distinguished Hoosier was once a journalist, who, if he never got ink on his fingers, has caught his finger more than once in a telegraph operator's bug. Mr. McNutt was a working correspondent for the United Press in Boston, while attending Harvard Law School in 1914-1916. He is said to have specialized in baseball writing.

With so strong a journalistic touch apparent in the present occupant of the White House, it is not surprising that those who want to succeed him enjoy having their journalistic prowess and associations mentioned in print. And we can't help thinking that the success of any of them at the polls might add appreciably to the ranks of former newspapermen in Washington, thereby helping to solve the Fourth Estate's employment problems.

PERSONAL MENTION

DAVID E. SMILEY, editor and president, *Tampa* (Fla.) *Daily Times*, last week was notified of his unanimous election to honorary membership in the Bar Association of Tampa and Hillsborough County "in recognition of the work which you and your newspaper are performing in this community and our feeling that this Association could well profit by your counsel in its meetings."

D. E. Smiley

John Redmond, editor, *Burlington* (Kan.) *Republican*, also is secretary of the Coffey County Fair and last week, as in previous years, he and Mrs. Redmond entertained the directors of the Fair association and their wives at the annual dinner and floor show of the Kansas Fairs Assn. at Topeka.

Walter E. Clark, publisher, *Charleston* (W. Va.) *Mail* and former governor of Alaska, will be one of West Virginia Governor Homer A. Holt's "flower girls" in an all-male benefit musical revue to be held at Charleston Friday and Saturday, Jan. 26 and 27, by the Junior League.

Richard J. Finnegan, *Chicago Times* editor, has been elected the 39th president of the Irish Fellowship Club of Chicago to serve for 1940.

William J. Pape, publisher, *Waterbury* (Conn.) *Republican* and *American*, is a patient at the Waterbury hospital where he underwent a minor operation several days ago.

E. Robert Stevenson, editor-in-chief, *Waterbury* (Conn.) *Republican* and *American* will be one of the speakers at a forum for Yale alumni at South Orange, N. J., Jan. 27, arranged by the alumni board of Yale University and the Associated Yale clubs of New Jersey to focus attention on the relation of this country to the European war.

Robert E. Delaplaine, publisher, *Frederick* (Md.) *Evening News* and the *Morning Post*, and Mrs. Delaplaine, left Frederick on a western trip Jan. 26. They will sail from Los Angeles for Hawaii, where they will spend several weeks.

William T. Burgess, publisher, *LaCrosse* (Wis.) *Tribune & Leader-Press*, has been elected a director of the newly organized LaCrosse Professional Baseball Association.

William F. Wiley, publisher, *Cincinnati Enquirer*, who retired Jan. 18 as president of the Chamber of Commerce after holding the position 10 years, has been named chairman of the board of directors, a newly created position, by unanimous vote.

John C. Sturtevant, president and publisher, *Wausau* (Wis.) *Daily Record-Herald*, has been elected president of the Wisconsin Daily Newspaper League to succeed N. B. Nelson, *Eau Claire Leader-Telegram*. John D. Clifford, *Watertown Daily Times*, was re-elected vice-president, and Clinton F. Karstaedt, *Beloit Daily News*, continues as secretary-treasurer.

Carter Glass, Jr., editor, *Lynchburg* (Va.) *Advance*, has filed his candidacy for the special election in the 12th Senatorial district, Jan. 29, to fill the vacancy in the State Senate caused by Charles E. Burks' decision not to qualify.

Dave Vandivier, co-publisher, *Chickasha* (Okla.) *Express* and president of the Oklahoma Press Assn., will speak at a meeting of the Oklahoma Safety Council Feb. 23-24 at A. and M. College, Stillwater.

Hulbert Taft, publisher, *Cincinnati Times-Star*, addressed a dinner sponsored by the daily and attended by 800 Cincinnatians launching a "music appreciation program" Jan. 18. Mr. Taft explained the aims of the program.

Paul R. Bausman, publisher, *Washington* (Ind.) *Herald*, was re-elected president of the Indiana Associated Press at its recent annual meeting in Indianapolis.

Will C. Kegel, 86-year-old editor and publisher of the *Ellwood City* (Pa.) *Daily Ledger*, was given a testimonial dinner by more than 200 friends and neighbors Jan. 22 at the Elks Temple. Harold E. Burns, former Ledger advertising manager, and now owner and publisher of the *New Wilmington* (Pa.) *Globe*, was another honored guest. Each was presented a desk lamp.

In The Business Office

ANDREW C. KEIFER, general manager, *Terre Haute* (Ind.) *Tribune-Star*, sailed Jan. 20 from New York on the Swedish liner Kungsholm for a two-month cruise in Caribbean waters. He plans to return March 17.

Charles N. DeRose, business manager, *Northampton* (Mass.) *Hampshire-Gazette*, has been re-elected president of the Three County Fair Association.

D. Tennant Bryan, vice-president and general manager, the *Richmond* (Va.) *News-Leader*, has received the Richmond Junior Board of Trade's distinguished service award for 1939. The selection was made by a committee of judges including Virginius Dabney, editor of the *Richmond Times-Dispatch*.

J. G. Ward, circulation manager, *Charlotte* (N. C.) *Observer*, presented a trophy to Nisbet Rodgers as the outstanding carrier of the year at the 14th annual carrier banquet recently at the Hotel Charlotte. Curtis B. Johnson, publisher, and other company officials were honor guests.

Mr. and Mrs. Harold Thompson are the parents of a son, born Jan. 17. Mr. Thompson is a member of the purchasing department of the *New York Herald Tribune*.

C. C. Greer, formerly with Sanford, Windsor and Lumberton, N. C., newspapers, has joined the advertising staff of the *High Point* (N. C.) *Enterprise*.

William Lewis, a district manager for the *Charleston* (W. Va.) *Daily Mail* circulation department, suffered a fractured skull when his automobile slid from the highway near Glasgow, W. Va., and was struck by a freight train locomotive Jan. 18. He is in the Charleston General Hospital.

K. R. Winslow, circulation manager, *New York Herald Tribune*, was elected president of the Her-Trib Ski Verein, a newly formed club for Herald Tribune ski enthusiasts, at a recent meeting. The club spent last weekend skiing at Brody Mountain, Williamstown, Mass.

Ralph Nicholson, general manager, *Tampa* (Fla.) *Daily Times*, discussed selling and merchandising at the meeting in Tampa Jan. 18 of the Florida Association of Ice Cream Manufacturers and was the principal speaker at the annual meeting of the Tarpon Springs Chamber of Commerce, Jan. 24.

John McManamin, advertising manager, *Juneau* (Alaska) *Daily Press*, sailed Jan. 15 on the S.S. Tongass for the States for a month vacation.

FOLKS WORTH KNOWING

NO LEARNED PROFESSOR, but a seasoned newspaper man is Howard W. Blakeslee, science editor of the Associated Press, recipient of the American College Publicity Association's Wilson L. Fairbanks-award for contributions to education through news writing. The award was presented to Blakeslee Jan. 20 at Cornell University, Ithaca, N. Y. He has been with the AP since 1905.

H. W. Blakeslee

Honors are an old story for Blakeslee, dean of the science writing corps. In 1935 the University of Michigan conferred an honorary degree as Master of Science and in 1937, with four others, he shared a Pulitzer Prize for the most distinguished example of a reporters work. This award went to five science writers who covered the Harvard University Tercentenary Celebration. In 1935 also he received the American Institute Fellowship Award for his science writings.

In The Editorial Rooms

WILLIAM F. BUTLER, promotion manager, *Rochester* (N. Y.) *Times-Union*, last week was appointed Monroe County, N. Y., manager of the campaign to win the Republican Presidential nomination for his boss, Frank E. Gannett, publisher, Gannett Newspapers. In accepting the post Butler resigned from the Times-Union after serving the paper 34 years. He started in 1906 as a copy boy on the old *Union & Advertiser* and came up through the ranks. He served on every desk of the paper, putting in eight years as city editor before he became promotion manager.

W. F. Butler

George T. Hart, telegraph editor, *Topeka* (Kan.) *State Journal* has been appointed instructor in the journalism department at Kansas State College, according to an announcement by President F. D. Farrell.

Henry A. Smith, reporter, *Salt Lake City* (Utah) *Deseret News*, and Mrs. Smith are the parents of a daughter, their third, born recently.

Fred Burns has joined the *Huntington* (W. Va.) *Herald-Dispatch* editorial staff. He was formerly sports commentator and program director of station WSAZ at Huntington.

Mary Sue Berry has been made society editor of the *Raleigh* (N. C.) *Times*, succeeding Nancy Cox, who resigned to become hostess on the Atlantic Coast Line's streamlined "Florida Special" train, running from New York to Miami.

Harry Hansen, book reviewer, *New York World-Telegram*, will act as chairman at the next Book & Author luncheon, jointly sponsored by the *New York Herald Tribune* and the American Booksellers Association, at the Hotel Astor, Feb. 13.

Donald Durst has joined the *Jack-*

(Continued on next page)

Biggest Cities in the Biggest List

Pearson and Allen, standing; and Jack Sparling, cartoonist

HAP HOPPER

Among the first to order HAP HOPPER are newspapers of the first five cities of the country.

With some thirty others, they make up the pre-release list of subscribers to this new daily strip by The Washington Merry-Go-Rounders Drew Pearson and Bob Allen—a list whose charter-starters hit new highs both in numbers and importance.

And it's a list not only of buyers but of boosters.

"You've got something in HAP HOPPER," says Harry T. Saylor, editor of The Philadelphia Record.

"HAP HOPPER is good," says N. G. Henthorne, editor of The Tulsa World.

"HAP HOPPER is a most welcome addition to our comics," says John Boettiger, publisher of The Seattle Post-Intelligencer.

HAP HOPPER starts Monday. We can arrange—by means of special continuity—for you to start it as soon as possible thereafter.

United FEATURE SYNDICATE
220 EAST 42ND STREET
NEW YORK CITY

PERSONALS

continued from page 23

son (Mich.) *Citizen Patriot* editorial staff.

Nat A. Barrows, *Boston Globe* reporter, is the author of a non-fiction book entitled "Blow All Ballast" which Dodd- Mead Co. will publish early next spring. The book is an accurate and chronological account of the submarine Squalus disaster off Portsmouth, N. H., last year, which Barrows covered.

Emma Bugbee, staff reporter, *New York Herald Tribune*, is in Washington, where for the next several weeks she will cover the activities of Mrs. Roosevelt and a number of women's conferences.

William M. Stuart, *Washington* (D. C.) *Post* stamp editor and vice-president of the American Air Mail Society, has been designated for third award in the Society's national membership movement.

Herbert Nott, photographer, *Toronto Star*, won a first, a second and two honorable mentions in the recent annual exhibition of photographs by members of the Hart House, currently on display.

J. Allen Coogan, United Press correspondent in Buenos Aires, is visiting friends in Great Bend, Kan., while on vacation from his South American post. Coogan has been in South America for four years.

Maxey Morrison, rewrite man, *Philadelphia Evening Ledger*, is now editorial writer on the same paper. He is the son of Charles M. Morrison, who resigned as editor and president of the Ledger last May.

Robert Wilson, reporter, *Philadelphia Record*, has resigned to become secretary to the president of the Girard Trust Company, Philadelphia.

Herbert W. Goodall, Jr., has resigned from the staff of the *Philadelphia Inquirer* to take a position with the Al Paul Lefton Advertising Agency, Philadelphia.

Gerald Dietz, rewrite man, *Philadelphia Evening Ledger*, who lives in Norristown, Pa., has been reappointed deputy coroner of Montgomery County.

Wallace MacIver, assistant city editor, *Wilwaukee* (Wis.) *Journal*, has been appointed editor of the *Red Arrow News-Record*, a publication of the Red Arrow Club of Milwaukee, made up of World War veterans of the 32nd Division.

Tod Rockwell, *Detroit Free Press* sports writer, will act as toastmaster at the annual All-America banquet of the Detroit Yacht club Jan. 30.

Clifford J. Welch, in charge of the Westfield office of the *Springfield* (Mass.) *Daily News*, has been appointed License Commissioner of Westfield.

Joseph Marchand, dean of Montreal police reporters on Jan. 19 was presented with a well-filled wallet as a tribute from his colleagues on *La Presse*, on the completion of his 30th year as the police reporter of that newspaper. The presentation was made by Herve Major, news editor.

Lee Evans, city editor, *Cincinnati Enquirer*, recently was honored at a luncheon by the Cincinnati Newspapermen's Club upon his return from an extended vacation in California.

Joseph Sagmaster, *Cincinnati Times-Star* editorial writer, is currently featured in a Sunday radio program, "This Week Abroad," over WKRC, the Times-Star radio station.

Curtis D. MacDougall, former editor of the *Evanston* (Ill.) *News-Index* and instructor of journalism at Northwestern University, has been appointed director of the Illinois unit of the WPA Federal Writers' Project.

Carl Warren, *New York Daily News* reporter who wrote the tabloid's stories during its sex predetermination campaigns last year, is the author of "Animal Sex Control" published by Orange Judd Publishing Company, Inc., New York.

Hallett Abend, correspondent in China for the *New York Times*, has signed a contract with Doubleday, Doran for a book on General Frederick Ward.

Charles F. Danver, "Pittsburghesque" columnist of the *Pittsburgh Post-Gazette*, and Mrs. Danver, who were married recently, were presented a radio set by the Post-Gazette staff as a wedding gift.

Abel Vineberg, Parliamentary correspondent, *Montreal Gazette*, who was seriously ill in hospital, has returned to duty in Montreal.

Guy Marion, former shipping editor, *Quebec Le Journal*, has been appointed British United Press representative in Quebec City.

Cy Peterman, sports writer, *Philadelphia Inquirer* and president of the Philadelphia Sporting Writers Association, will be toastmaster at the organization's 35th annual banquet in the Penn Athletic Club, Philadelphia, Jan. 30.

Ray S. Ayer, veteran member of the *Detroit News* staff, has been appointed to the Police and Fire Commission of Highland Park, Mich., Detroit suburb.

Woodrow Petty, city hall and courthouse reporter, *Little Rock* (Ark.) *Gazette*, resigned effective Jan. 22 to join the advertising staff of the Missouri-Arkansas division of the Southwestern Bell Telephone Co. with headquarters at St. Louis.

Gerald Monaghan, formerly assistant city editor, *Waterbury* (Conn.) *Republican*, has been transferred to the *American* staff, succeeding Clifford Hall, resigned. William Butler, formerly on the sports staff of the Republican, has been shifted to the city staff, and Niel J. Bulger from the city staff to the copydesk.

Hubert Sedgwick, dean of Connecticut sports writers and for two decades correspondent of New York and Philadelphia newspapers, and Connie Mack will receive gold kegs at the Connecticut Sports Writers' Alliance's first annual dinner at the Hotel Taft, New Haven, Jan. 29.

EDITOR & PUBLISHER

Every Saturday Since 1884

Including The Journalist, merged 1907; *Newspaperdom*, merged 1925; *The Fourth Estate*, merged 1927.

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THE EDITOR & PUBLISHER COMPANY, INC.
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42nd Street and Broadway, New York City, N Y
Telephones:
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THE OLDEST PUBLISHERS' AND ADVERTISERS' JOURNAL IN AMERICA

ARTHUR T. ROBB, *Editor;* WARREN L. BASSETT, *Managing Editor;* ROBERT U. BROWN, *News Editor;* WALTER E. SCHNEIDER, *Associate Editor;* JOHN J. CLOUGHER, STEPHEN J. MONCHAK, JACK PRICE, FRANK FEHLMAN. MRS S. L. DARE, *Librarian.*

JAMES WRIGHT BROWN, JR., *Publisher;* CHARLES B. GROOMES, *General Manager;* CHARLES T. STUART, *Advertising Director;* GEORGE H. STRATE, *Circulation Manager;* LOUIS A. FONTAINE, *Classified Manager;* JOHN JOHNSON, *Placement Manager.*

Washington, D. C. Correspondent: GENERAL PRESS ASSOCIATION, JAMES J. BUTLER and GEORGE H. MANNING, JR., 1376 *National Press Club Bldg.*, Phone Metropolitan 1080.

Chicago Editor: GEORGE A. BRANDENBURG, 921 *London Guarantee and Accident Building*, 360 *North Michigan Ave.*, Tel. Dearborn 6771.

Pacific Coast Correspondent: CAMPBELL WATSON, 2132 *Derby Street*, Berkeley, Cal., Telephone: Thornwall 5557; KEN TAYLOR, 1215 *North Hobart Boul.*, Los Angeles, Telephone, Hempstead 5722. *Advertising Representative:* DUNCAN A. SCOTT & Co., *Mills Building*, San Francisco; Telephone Sutter 1393; *Western Pacific Building*, Los Angeles, Telephone Prospect 1975.

London Office: VERA CHANDLER, 7 St. Martins Mews, Trafalgar Square, London, W C 2, England, Telephone: Temple Bar 3006. *Paris, France Correspondent:* BERNHARD RAGNER, 25 *Rue Rennequin*, Telephone Etoile 07-70. *Paris, France, Business Office Representative:* SYDNEY R. CLARKE, International Service, 76 *Rue des Petits-Champs*, Telephone Opera 66-27.

Far Eastern Correspondent: HANS R. JOHANSEN, c-o Osaka Mainichi, Osaka, Japan and JAMES SHEN, P. O. Box 107, Chung King, China.

DISPLAY ADVERTISING rates effective Dec 1, 1937: 35c per agate line or series of insertions as follows:

Sizes	Lines Agate	1 Time	6 Times	13 Times	26 Times	52 Times
Page	672	$275	$234	$220	$206	$182
½ Page	336	154	131	123	116	103
¼ Page	168	85	72*	68*	64*	57
⅛ Page	84	55	47*	44*	41*	37
1/16 Page	42	33	28*	26*	24*	22

The single column forty-two line rate maker card at a cost of $22, per week earns as low a rate on a 52 time basis as any other schedule namely, $182 per page; $103 half page; $57 quarter page. *Quarter, eighth and sixteenth pages must be on definite copy schedule.

CLASSIFIED RATES: 90c per agate line one time; 70c per agate line four times.

SITUATIONS WANTED: 50c per agate line one time; 40c per agate line four times (count five words to the line).

SUBSCRIPTION RATES: By mail payable in advance United States and Island Possessions, $4 per year; Canada, $4.50; Foreign, $5.

CLUB RATES: The club rates are applicable to all subscriptions in any one organization—whether paid for by the company or individuals. Two subscriptions to separate addresses for one year each or one subscription for two years, $7; three subscriptions to separate addresses for one year each or one subscription for three years, $10; five or more subscriptions in one group to different addresses for one year at $3.00 each or individual subscription for five years at $15 00; additional subscriptions on the same basis—namely three dollars each.

Members: The Associated Business Papers, Advertising Federation of America, National Editorial Association, National Better Business Bureaus and the Audit Bureau of Circulations with an average audited net paid "A B C" as follows:

Six Months Ended	Net Paid	Total Distribution
June 30, 1939	12,726	13,783
" 1938	12,360	13,312
" 1937	11,482	12,751
" 1936	10,778	11,801
" 1935	10,225	11,333
" 1934	9,359	10,592
" 1933	8,796	10,320
" 1932	9,920	10,987
" 1931	10,497	11,569
" 1930	10,816	12,216
" 1929	9,878	11,105
" 1928	8,982	10,223

Wedding Bells

OLIN DOWNES, music critic of *New York Times*, to Miss Irene Miles, of Brooklyn, Jan. 21 in the Plymouth Church of the Pilgrims, Brooklyn, N. Y.

James Francis Crow, drama editor, *Hollywood* (Cal.) *Citizen-News*, to Helen Taylor, Jan. 15.

Miss Irene France to Melvin Nelson, recently. Nelson is district circulation manager of the *St. Joseph* (Kan.) *News Gazette*.

George Henry (Hen) Roth, sports writer, *Harrisburg* (Pa.) *Telegraph*, to Miss Sara A. Stallsmith, of Gettysburg, Pa., recently.

Roy Tuley, photographer, *Chattanooga Times*, to Miss Mildred Black in that city, Jan. 21.

■

SIXTH STUDY OUT

Study No. 6 in the "Continuing Study of Newspaper Reading" conducted by the Advertising Research Foundation of the Association of National Advertisers and the American Association of Advertising Agencies for the Bureau of Advertising, was released this week. The study was made on the Oct. 5, 1939, issue of the *Cedar Rapids* (Iowa) *Gazette*, evening newspaper.

■

MAIDENBURG NEWS ED.

B. E. Maidenburg was named news editor of the *Miami Herald* in a reassignment of executive duties announced Jan. 22 by Publisher John S. Knight. Mr. Maidenburg recently went to Miami from Mr. Knight's Akron, (O.) *Beacon-Journal* to supervise the Herald's Sunday edition and get underway its new photogravure supplement.

Obituary

GEORGE S. LOWMAN, SR., long prominently identified with advertising in Atlanta and a former president of the Atlanta Advertising Club, died Jan. 8 at his home in Atlanta.

ARTHUR LESLIE DREW, 50, formerly on the editorial staffs of the *New York Sun, New York Press* and the *Philadelphia Inquirer*, died Jan. 21 at his home in White Plains, N. Y.

HARRY E. MARKLAND, 76, foreman of the *Philadelphia Inquirer* pressroom when he retired in 1919 after 33 years' service, died at Tuckerton, N. J., Jan. 21. He began working for the *Philadelphia Record* in 1884.

FRANCIS J. HANSON, 45, formerly assistant publisher of the *Duluth* (Minn.) *Herald* and the *News-Tribune* and ex-president of the A. S. Wildey agency of New York, died Jan. 21 at his home in Larchmont, N. Y.

MRS. CORA G. LEWIS, editor and publisher, *Kinsley* (Kan.) *Graphic*, died in a Wichita, Kan., hospital Jan. 19. Mrs. Lewis took over the Graphic at the death of her husband, James Milton Lewis, in 1931, and continued actively with it until about a year ago when she became ill.

ALBERT S. WHITE, 79, mechanical department foreman, *Terre Haute* (Ind.) *Tribune* for more than 25 years, died recently at his home.

CAPT. GUSTON T. FITZHUGH, 73, for 25 years general counsel of the *Memphis Commercial Appeal* and long-time associate of its late editor, C. P. J. Mooney, died Jan. 16 at his winter home at Miami Beach, Fla., of an illness induced by a stroke and complicated by pneumonia. While practicing law in Memphis he was a roommate of Mooney, then a Commercial Appeal reporter, and later was his ally as editor of the newspaper.

JOSEPH MACQUEEN, for 40 years on the staff of the *Portland Oregonian*, died Jan. 12 after a lingering illness. He worked for a time on the *Springfield* (Mass.) *Republican* before going to Portland in 1900. For many years he was music editor.

CLARENCE "CAD" BRAND, 71, veteran Milwaukee newspaperman who began his career as a cartoonist for the *Milwaukee Sentinel* in 1900, died recently. On the Sentinel he first specialized in political cartoons but later began to draw the sports cartoons for which he was best and widely known. He signed his work "Cad." After fracturing his arm in 1937, he retired.

JAMES W. KENNEDY, assistant night foreman, *Detroit News* composing room staff, died Jan. 16 in Windsor, Ont. He had been with the News for 14 years.

A. N. JUSTISS, 70, formerly editor of the *Corsicana* (Tex.) *Courier-Light*, died Jan. 22 at a Corsicana hospital.

■

SUIT SETTLED

Sitting in U. S. District Court, District of Washington, D. C., Jan. 4, Justice Jennings Bailey dismissed the trade mark infringement suit brought by *Aviation* magazine, a McGraw-Hill publication, against *American Aviation*, twice monthly, on June 21, 1938. Justice Bailey found no grounds for Aviation's charge that American Aviation had infringed the former's trade mark constituting unfair competition. Aviation had asked for an injunction against the other publication and damages. American Aviation is published by Stackpole Sons, book publishers, and publishers of the *Harrisburg* (Pa.) *Telegraph*. Wayne W. Parrish, former *New York Herald Tribune* and *Literary Digest* writer, is editor.

It is a tribute to the syndicates, the comic artists, the creators of humorous and adventure pictorial "strips"—*and* to the enterprising newspapers running them as features—that the national advertiser recognizes their power to interest people everywhere.

In other words, entire national advertising campaigns running into millions of dollars are being based on famous cartoon characters, and the same artists are whipping them into commercial shape, with added popularity all the way 'round. Permission is secured because syndicates are inclined to believe that advertising of this type constitutes the best possible advertising for the feature. Star cartoonists are writing testimonials . . . their pictures are smiling out from human-interest campaigns.

Are you, Mr. Publisher, securing YOUR rightful share of important, constant-newspaper-linage-users business? Will you concede that the more of these well-known products appearing in *your* columns, the greater the service to your readers, and the surer you are to sign up still OTHERS? If you are NOT—then perhaps you are failing to do what others do—advertise in EDITOR & PUBLISHER.

But "Why EDITOR & PUBLISHER?" We are printing a most unique brochure that will answer that question. It gives figures as to subscribers. The men who control national advertisers are reading EDITOR & PUBLISHER with keener interest—and profit—than ever before. Here's a platform from which to talk to them—whether they prefer comics or all-Gothic type with a "class" border.

"I look to Editor & Publisher as a splendid medium for general news items, information, facts of all kinds relating to the newspaper field.

"Indeed, Editor & Publisher is outstanding in that particular field of media."

(signed) LEE H. BRISTOL
Vice-President, Charge of Advertising
Bristol-Myers Company

Editorial Dept. Credited With Paper's Success

W. D. Parsons Tells of Star-Journal's Rise In Minneapolis

By GEORGE A. BRANDENBURG

Circulation success of the *Minneapolis Star-Journal* is based neither on high-pressure tactics, nor on magic, but is attributable directly to the editorial department of the paper, according to W. D. PARSONS, Star-Journal circulation manager.

That statement, despite appearances, is not a slice of false modesty on Mr. Parson's part. It is simply and honestly the truth, he asserts. Mr. Parsons started with the old Star when it was founded 20 years ago. When John and Gardner Cowles, Jr., acquired the Star in 1935, the paper's total daily paid circulation was 80,000. It ranked third in a field of three evening papers.

100% Increase in 4 Years

Two years later the Star had climbed consistently until it was in first place in the evening field. Last year, prior to the Star's purchase of the Journal, the Star's circulation had moved up to a total of more than 160,000 daily paid —an increase of 100% in four years' time. Today, the Star-Journal has in excess of 240,000 daily paid.

Here's what Mr. Parsons has to say about this sensational rise, accomplished without benefit of reader contests and other such stimuli:

"It goes back to 1935 when the Cowles brothers purchased the paper. At that time the Star began experimenting typographically, pictorially and in a 'fresh' treatment of the news content. Retaining all the rules of good taste, the editorial department threw out many of the long-established newspaper practices respecting handling of the news report. It made the paper 'Page One' all the way through.

Readers Liked News Treatment

"As Basil Walters, the editor, has pointed out, the paper was designed for eye-traffic up and down every page, not just the front page alone. Stories were written in a conversational style; headlines were written not to fit the type, but to give the thought (the type to fit was selected later). The paper added to all branches of its editorial staff and expanded its features. The town and the northwest 'took to it.' The change was so startling that at one time our circulation leaped almost 10,000 subscriptions in a single month.

"That's the reason I say our circulation success rests with the editorial department. That part of our organization puts out a product that is easy to sell. We have sold it by stressing our newspaper, not by premiums to our readers. The keynote of the entire story is cooperation within the organization.

"If, for instance, Congress is acting on an important farm financing bill, and an association of farm implement dealers is in session in Minneapolis at the same time, we keep a careful check on the story. If anything breaks, we rush a supply of the new edition to convention headquarters. That, we have found, is the sort of thing that makes friends and permanent readers.

"No Secrets" System

"On the other hand—at the request of the editorial men—we keep them constantly informed on what we learn from street, dealer and delivered sales and what reaction we find to various types of headlines and news and picture displays.

"In other words, we help to relay the public pulse and thus we complete a very well-worked out cycle. Certain layouts and spreads that are successful are so noted and receive more attention. Others that attract less favor, we are not afraid to report to the news room, and they, in turn, are not afraid to drop.

"This calls to mind that we operate under a 'no secrets' system. Staff men are not kept in the dark for fear they will know the inner workings of the paper. If sales are off, we all know about it. And if they go up, we know that, too. Fortunately, we have had most of our experience with the latter information. As well as no secrets there also are no formalities. Here, when the circulation manager has a problem for other executives, the president or the publisher or editor—anyone—is always accessible to him.

Name on Top Trucks

"Regularly once a week the executives of all departments meet to discuss problems and means of improving and advancing the Star-Journal, even further. These are not 'yes man' sessions. We get things off our chests. Through these meetings frequently are relayed tips offered by employes in departments supposedly far removed from the circulation end. We follow them all. For instance, one of our most natural promotional angles, long passed up, was handed us by an editorial department man who was eager to contribute to the paper's success even outside his own work.

"Looking down one day from a third floor window at our fleet of trucks, he figured there was considerable unused advertising space on the truck roofs, space that might attract others in upper floor offices. Today, all our trucks carry the Star-Journal name across the roof as well as on the panels.

"Within the city proper, we provide stations for our carrier salesmen. We have more than 60 of these stations where more than 1,500 city carriers receive their papers daily and hold their meetings. Each station is in direct charge of a station manager, a graduate carrier, and these managers in turn are directly responsible to their district managers.

Conservative Promotion Methods

"Conservatism is the watchword of our circulation promotion methods. No reader contests, no premiums, no sending crews around to tear down a competitor's product. All efforts for new readers are made through our carrier organization of more than 4,000 boys. Carriers receive only moderate rates of pay for verified and accepted orders. Nothing outlandishly high to inspire them to scurry around and submit a slough of orders later N.G.'d.

"The Star-Journal has not been afraid to do things even when agreement amongst the several papers was lacking. At one time, a couple years ago, we decided that all conditions pointed to a legitimate increase in mail subscription price. The other papers possibly in view of the highly competitive situation, refused to go for it. We instituted it alone, and much to everyone's surprise, we didn't lose a single subscription in our net at the end of the first month following the price increase.

"After the Star-Journal merger, one of the first things we did was drop our Sunday predate. The edition, inherited from the Journal, was not a paying proposition."

More on What's Ahead

TWO LATE arrivals in answer to our recent inquiry concerning "New Year's Resolutions" (see E. & P. for Jan. 20), are replies from RALPH B. COWAN, *Toronto Star*, and J. B. BIRKS, *Decatur* (Ill.) *Herald & Review*. Mr. Cowan discusses the outlook from a Canadian circulator's viewpoint under war conditions. He states:

"The British Empire went to war Sept. 3, 1939, and circulation managers in Canada are working under conditions that have not prevailed since 1918. There is no denying that business has been disrupted in Canada due to the war and advertising revenues are down somewhat from levels of the past few years.

"On the other hand, the interest of the public in the news of the day was never greater than at the present time and Canadian newspapers are in a position to secure more revenue from their circulation than ever before as circulation departments are operating in 'a seller's market.' With wartime conditions prevailing, we are closely scrutinizing every cent of expense and doing our best to increase circulation revenues.

Urges Elimination of Returns

"If the war conditions should make it necessary for newsprint manufacturers to increase the price of newsprint, I feel that newspaper and magazine publishers should get together in an effort to eliminate the practice of selling papers on a returnable basis. The cost of newsprint and ink in the papers that are never sold is tremendous. In Great Britain, the government arbitrarily set a price on paper shortly after war broke out and the returns privilege has been greatly restricted by publishers there in order to keep down the cost of production."

Mr. Birks stressed importance of greater income from circulation during the coming year. "While we have always considered circulation income as important," he said, "I feel that we should take a new look at it now and find out where the unprofitable circulation is, what motor routes are too expensive to justify their existence, what wholesale rates should be revised upward, what retail rates should be increased."

Carrier Interviews

THE *Ogdensburg* (N. Y.) *Journal* is publishing a series of daily "one-minute interviews" with its carrier salesmen, outlining their ambitions, hobbies and observations on the circulation department headed by Nelson Weighill. Each interview is accompanied by a photograph of the carrier.

O'Mahoney OK's Advertising in Consumers Report

"Nothing Wrong About It," He Tells Manufacturer Protesting Ad Costs

WASHINGTON, D. C., Jan. 23—Attacks on advertising as an institution in the American economic system have failed to impress Senator Joseph C. O'Mahoney, chairman of the Temporary National Economic Committee, it is indicated in printed reports of the recent consumers' hearing which have been delivered to members of Congress.

"I confress that I see nothing wrong about advertising," Senator O'Mahoney told Jerome W. Ephraim, toothpaste manufacturer who had complained an outlay of $100,000 would be necessary merely to explore the market possibilities of his product. "All discussion of advertising, it seems to me, is totally irrelevant unless you can show that by the abolition of advertising and therefore the admission into the field of a large number of producers you would bring about an improvement of quality and a reduction of price."

Had Proposed Grading

Mr. Ephraim protested that consumers are purchasing a considerable amount of advertising and illustration when they buy toothpaste and he suggested that a system of government grades be set up, on the theory that consumers would learn to purchase on a basis of grades.

"Suppose," asked Senator O'Mahoney, "after you had got started in this field under this system and you were fortunate enough to induce Shirley Temple to use your toothpaste and, knowing that, would you refrain from advertising in the newspapers?"

"Well, there is nothing immoral about Shirley Temple using my toothpaste or advertising it," Mr. Ephraim pleaded.

"Of course not," the Senator shot back, "and you wouldn't hesitate to advertise the fact and spend money for advertising and get the business that would come from that use?"

Ephraim insisted that "the present basis of competition" would require him to take advantage of the advertising value of Shirley Temple's indorsement by use.

Dailies Won Market For New Drink

After six weeks of newspaper advertising last summer, the number of outlets handling Vanti Pa-pi-a Beverage in the New York metropolitan area increased from 300 to more than 20,000, according to the Advertising Facts folder released this week by the promotion and research department of the Bureau of Advertising, ANPA.

L. E. Booth, president of the Vanti-Pa-pi-a Corporation, an affiliate of the Hecker Products Corporation, reviews the progress of the new beverage in a letter reproduced in the folder. "When we took over the Pa-pi-a Corporation last June," he declares, "we had to do a big job in a hurry. The soft drink season was already open. We had to get distribution and sell the public on a new beverage at the same time. We picked newspapers to do the major part of the job because of their ability to get speedy results, both with the trade and with the public.

"Sales through the summer in the New York area were even higher than we had anticipated. That our advertising campaign was largely responsible for this goes without saying."

NEWSPAPER PROPERTIES
BOUGHT & SOLD
VALUATIONS
for all purposes
NEWSPAPER APPRAISAL CORPORATION
L. Parker Likely, Pres.
Times Bldg., Times Square, New York

Associated Press
TELEMATS
are the fastest
in the
WORLD

Scott
"Straight-Unit"
and
"Multi-Unit"
Presses
in "Standard Hi-Speed" and "Extra-Hi-Speed" models—Floor-fed, Balcony or Mezzanine arrangement.
To fit any pressroom condition.
Walter Scott & Co.
PLAINFIELD, N. J.

Public Relations Coast Topic

continued from page 5

goodness media selling. As evidence he cited the fact that newspapers took 33% of L&T expenditures in 1939, to head the list, while radio got only 23%, and dropped from second to third place.

The apparent top-heavy milline rates of small papers, which may reach $25 as compared with $1.96 to $3.39 in metropolitan papers, is offset by the fact that proportionately smaller copy in the small papers will do the same job as larger copy in the big papers, Floyd Sparks, sales manager of the San Francisco office of West-Holliday Co., Inc., stated in his discussion of "Visibility and Milline." "If an advertiser can do a satisfactory selling job with 36-inch copy in a metropolitan daily of 36 pages, he can do as favorable a selling job with 20-inch copy in a 20 page paper, 16-inch copy in a 16 page paper, 12-inch copy in a 12 page paper, and 8-inch copy in an 8 page paper," Sparks said. This is due to greater reader interest, greater visibility, less competition, and better position.

Social events and special trips arranged by the host publisher, Lawrence Priddy, *Coronado Journal*, included a tea for the ladies, and tours of the U. S. Naval Air Base, and a trip to Tijuana, in Old Mexico.

Elected to Executive Committee

Neal Van Sooy, Azusa Herald, new president of the CNPA heads the 1940 Executive Committee. Others elected are:

Paul R. Leake, *Woodland Democrat*, first vice-president; M. F. Small, *Quincy Feather River Bulletin*, second vice-president; Stanley W. Larson, *Claremont Courier*, reelected secretary-treasurer; W. Clifford McDowell, *Turlock Journal*; Edgar M. Allen, *Brentwood News*; Percy Whiteside, *Tulare Advance-Register & Times*; Archie Hicks, *Encinitas Coast-Dispatch*, and past-president William S. Kellogg, *Glendale News-Press*. Allen and Hicks were on last year's state advisory council.

Newly-elected to the advisory council are Seymour Sterling, *Sanger Herald*; Vernon Paine, *Upland News*; Paul Caswell, *Salinas Post-Index*; Jack Crothers, *Eureka Times*; C. A. Maghetti, *Davis Enterprise*; Joe Vurgason, *National City News*; Bill Rogers, *Beverly Hills Citizen*; Ted Marois, *Napa Register*; Ernest L. Finley, *Santa Rosa Press Democrat*; Walter Keene, *Mountain View Register-Leader*; J. S. Farquhar, *Huntington Beach News*; Harry Butler, *San Mateo Times*; Carl Shirley, *Covina Argus*; Lowell Jesson, *Holtville Tribune*; Walter Mendenhall, *Van Nuys News*; W. O. Hart, *Orange News*; William D. Moore, *Redlands Facts*; Roy Pinkerton, *Ventura County Star* and *Free Press*.

■

NETWORK WON'T START

Transcontinental Broadcasting System will be unable to commence operations Feb. 1, as planned, John T. Adams, chairman of the proposed system's board announced Jan. 19.

Pontiac Newspaper Ads Increased 48%

On the heels of the largest fourth quarter in its history, Pontiac Motor Division now is engaging in its biggest January-February advertising campaign since the opening of the model year was shifted to autumn six years ago, according to F. A. Berend, Pontiac advertising manager.

Pontiac will spend 48% more on advertising during the two months than was spent during the same period of 1939, Mr. Berend said. The newspaper appropriation for January-February has been increased 89% over 1939, while magazines have increased 15.5%. Newspaper advertising will constitute 61% of the 1940 January-February advertising budget. Magazines will account for 22% and outdoor 16%.

"Newspapers will carry the bulk of the schedule with copy ranging in size from 35 to 70 inches running in over 2,000 newspapers in more than 1,500 cities. We selected newspapers as the backbone of the campaign," Mr. Berend said, "because of their flexibility and the opportunity to localize copy with dealers' signatures. Pontiac this years resumes the use of farm paper advertising. This was decided upon because increasing income in the agricultural areas makes the farmer a more important sales factor than he hs been in several years."

MacManus, John & Adams, Detroit, handles the account.

■

PRESS AIDES SHIFTED

WASHINGTON, D. C., Jan. 23—S. B. Bledsoe has been appointed chief of press service for the U.S. Department of Agriculture, succeeding Ernest G. Moore who has been transferred to the Bureau of Plant Industry in an editorial capacity. Mr. Bledsoe left the Associated Press to join the department as chief of Agricultural Adjustment Administration press service, and more recently has been aide to Mr. Moore. Gordon Dean, who was transferred from the press service division of the Department of Justice to the anti-trust department when Frank Murphy became Attorney General, has returned to his former post by Attorney General Robert H. Jackson. Dean replaces Joseph A. Mulcahy, former newspaperman, who was appointed by Mr. Murphy.

BIL SIS GULFPORT MIS SIP OXI PI

Not phenomenal —but impressive!

Our record for 1939 may not set a record of any kind, but it is something that shows both reader and advertiser acceptance of what we offer to an ever increasing circulation.

Daily average net paid circulation for December, 1939, was 8,591, an all-time high for 55 years of publication, and an increase of 857 over December, 1938.

Advertising volume was equally impressive, with the following increases for the year 1939:

National	26.1%
Local Display	12.7%
Classified	11%
Legal	53.3%
Total Display	14.7%
Total all classifications	16.3%

These results were realized without "stunt" promotions, premiums or other pressure methods.

The Biloxi-Gulfport Daily Herald

Herald Bldg. Biloxi, Miss. — Herald Bldg. Gulfport, Miss.

For more than 50 years this has been the leading newspaper in its field—

SAN FRANCISCO EXAMINER

Short Takes

A SCOOP on anything as routine as a weather story is unusual enough, but the *Wichita Evening Eagle* staff thinks it is one for the book when the weather itself scoops the paper.

Recently the desk staff received a brief report which led it to believe that the "continued fair and cold" forecast of the weather bureau was erroneous. It was noon, and by a series of rapid telephone checks the staff deduced that the worst blizzard of the year, brought by a sudden shift in weather conditions, was headed for the Wichita area. The weather bureau was closed, it being Saturday afternoon, and the news was zealously guarded until the final home broke off the press with a page 1 screamer proclaiming:

"WICHITA IN PATH OF YEAR'S WORST BLIZZARD"

Everything looked fine, the opposition Beacon had nothing but the early weather report with no hint of a blizzard.

The press rolled at 3 o'clock; the staff had estimated the arrival of the blizzard at between 5 and 6 p.m.

But at 3 p.m., as the presses were starting, the staff looked out the window and groaned. The blizzard had arrived more than two hours ahead of schedule, and struck the city before the ink was dry on the papers.

■

THIS HEADLINE in the esteemed *Tulsa World* over a Bristow (Okla.) dispatch gives the impression that some one lost an election bet:

BRISTOW C. OF C.
TO PUSH PEANUTS

■

STREAMLINE ARRIVAL
From the *Clarksburg* (W. Va.) *Telegram*

A telegram received in this office from the Associated Press at Charleston read "Governor's baby will arrive on Greyhound" . . . we would have been, to put it mildly amazed, had we not previously wired to Charleston requesting a picture of His Excellency's blessed event.

■

COLONIAL BAKING CO., an advertiser in the *Chattanooga* Times, refuses to allow adversity to get the upper hand. Victim of hold-up men who got away with approximately $2,000, the company came up with an ad in the Times the following day with this copy:

"The newspaper headlines show what others think of Colonial 'Dough.' They like it, baked or unbaked! They call for it—no delivery necessary. If not ready they insist on waiting. You, too, can enjoy Colonial Bread."

■

ST. PETERSBURG (Fla.) TIMES recently carried this in a front page box, as a reminder for anyone who might mix alcohol and gasoline:

"St. Petersburg facilities for the care and keep of drunken drivers—Jails (if you live unhurt), 2; hospitals (if you live), 3; morgues, 7."

■

THE ABSENT-MINDED professor has nothing on this absent-minded type-setter who punched the "k" instead of the "g," in the following *Greenfield* (Ore.) *Tribune* item:

"In deciding in favor of the new senior girls, Professor Robert M. Gray declared he had spent some time considering the issue from every possible *ankle*."

■

EDITOR & PUBLISHER will pay $2 for each "Short Take" accepted and published. Those not used will not be returned.

ABC Announces New Advertiser Members

The Audit Bureau of Circulations this week announces the following new advertiser members and the executives who will represent these companies in Bureau activities: American Viscose Company, New York, John A. Spooner, advertising manager; Jones & Laughlin Steel Corp., Pittsburgh, Pa., R. M. Gibbs, advertising manager; National Biscuit Company, New York, A. W. Sherer, advertising manager; Hartford Accident & Indemnity Co., Hartford, Conn., A. W. Spaulding, secretary; Philip Morris & Co., Ltd., Inc., New York, O. H. Chalkley, president; Johnson & Johnson, New Brunswick, N. J., H. J. Henry, director of merchandising; Interwoven Stocking Co., New Brunswick, N. J., Leonard L. Schulz, advertising manager; P. Ballantine & Sons, Newark, N. J., Henry Gorski, advertising manager.

The following agency membership also was announced: Geyer, Cornell & Newell, Inc., Detroit.

Membership in the Bureau now totals well over 2,006 which was announced at the last convention as an all-time high. In the daily newspaper division alone the present membership now numbers 1,064 compared to the 1939 convention figure of 1,024 and 1,017 in 1938. The ABC said this increase is noteworthy in view of the numerous mergers and papers discontinued in that field during the past two years.

■

Crown Asserts Long Will Lose in Runoff

OKLAHOMA CITY, Okla., Jan. 22—Dictators are banished, and Louisiana again will take its proper place in the galaxy of states, declared Major James E. Crown, managing editor of the *New Orleans States*, speaking to Oklahoma editors here this afternoon.

Crown brought greetings from a state which he said was "unpurified and unsanctified, but in the process of fumigation." His fiery description of the Louisiana scandals was the concluding address on the two-day program of the midwinter meeting of the Oklahoma Press association. About 175 editors attended.

Pacing the floor constantly and speaking in short vigorous sentences, Crown reviewed the situation in Louisiana since his paper "broke the ice" last summer by publishing the picture of the university-owned truck delivering building materials for a private residence. Crown predicted that Sam Jones will win the runoff primary for governor of Louisiana on Feb. 20, basing his opinion on the fact that Earl K. Long received a majority of only 300 or 400 votes in the city of New Orleans, whereas Richard Leche, last elected governor, received a 63,000 majority in that city.

Crown recalled that more than 18[illegible] indictments and more than 30 convictions resulted from the clean-up of graft in the past few months. "But what we have done is nothing to what we are going to do," he asserted.

E. E. "Bob" Kniseley, *Chandler News-Publicist*, was awarded $250 as first-place winner in the contest sponsored by the Oklahoma Natural Gas Company, Tulsa, for the best essay on "Where Ahead Lies Oklahoma's Greatest Opportunity and How Can We Attain It?" Everett Purcell, Enid Events, won second prize of $200. The contest drew entries from 117 state newspaper people.

The Human Story behind the figures

Summary of Annual Statement

	December 31, 1939
ASSETS	
Bonds, Mortgages and other Assets	$668,296,835
Interest Due and Accrued	8,292,331
Premiums Due and Accrued	12,051,265
	$688,640,431
LIABILITIES	
Policy Reserves	$522,158,319
Policyholders' Funds	125,744,859
Policy Claims in Process of Settlement	2,488,457
Dividends to Policyholders	7,958,733
Taxes Due	2,388,154
Miscellaneous Liabilities	851,115
	$661,589,637
Special Reserves	6,654,000
	$668,243,637
SURPLUS	$ 20,396,794*
TOTAL CONTINGENCY FUNDS	$ 27,050,794*

*After transferring $2,851,494 to Dividend Reserves.

Massachusetts Mutual
LIFE INSURANCE COMPANY
Springfield, Massachusetts

AGENCIES
IN THIRTY-EIGHT STATES
AND THE DISTRICT OF COLUMBIA

$131,608 A DAY paid to policyholders and beneficiaries in 1939

POSTMEN throughout the nation . . . in villages, in towns and in cities . . . delivered over 230,000 Massachusetts Mutual checks to American families last year. Many of these checks came when the money was most needed.

Altogether, $48,036,986 was paid to policyholders and beneficiaries by this Company in 1939. This money met many human needs. It helped to support widows and children, to educate sons and daughters, to provide carefree old age.

Last year Massachusetts Mutual's family of policyholders again increased . . . 32,771 new policies were issued, providing $139,621,852 of immediate protection and future benefits to the holders.

The assets of the Company increased $40,893,530 during the year to $688,640,431.

On December 31, 1939, the Company held $57,569,714 in United States Government bonds, and for further liquidity had cash balances of $14,566,534.

Organized in 1851, Massachusetts Mutual is simply a body of 375,000 persons united with the one idea of providing life insurance protection at as low a cost as is compatible with safety.

President

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

Newsmen Aiding '40 Aspirants To White House

Cleveland First President To Appoint Writer For "Good Press"

WASHINGTON, D. C., Jan. 23—More than half a century has elapsed since the first newspaperman-White House secretary within the memory of living Washington correspondents came upon the scene and there is convincing evidence that the next Administration, regardless of party, will continue the practice of reaching into the rank of writers for secretarial timber.

Several candidates have built their pre-convention organizations about skillful newswriters, some of them salaried and others performing a labor of love. Perhaps none has been promised reward by way of executive appointment in the event of victory, but all of them are aware of the almost unbroken line that runs back at least to the first administration of Grover Cleveland.

Cleveland Started It

Charles A. Hamilton, 83-year-old dean of Washington correspondents who joined the Congressional press galleries June 10, 1883, credits Cleveland with the beginnings of a practice which he and most—but not all—of his successors found beneficial. The first year of the Cleveland administration, Hamilton recalls, was one of unrelenting warfare between the White House and the Washington correspondents. Finally, the President persuaded Dan Lamont, a legislative correspondent at Albany, to give up his newspaper career and become secretary. There was but one at that time; now there are three.

President Roosevelt filled his three-man secretarial force from among newspapermen who had been friendly to his policies and helpful in campaign years. They were Louis McHenry Howe, now deceased; Marvin H. McIntyre, and Stephen Early.

One of the first of the current crop of Presidential aspirants to take on a press relations man was Senator Robert A. Taft, Ohio Republican, whose publicity is handled by Kendall Hoyt, Washington correspondent of business publications.

Senator H. Styles Bridges, New Hampshire Republican who aspires to the Presidential nomination, looks to Carlisle Bargeron for advice on public relations and press matters. Bargeron is a free lance writer specializing in politics.

Ed Stanley Aids McNutt

Paul V. McNutt, Democratic aspirant from Indiana, has many newspaper supporters in Hoosier State press circles, but his publicity is officially under the direction of Edwin Stanley, former Associated Press man in New York City and abroad.

Vice-President John N. Garner has neither organization nor official publicity man in Washington, but has almost 100% support of the Texas newspapers and of the Washington correspondents for those dailies. Leading the list, perhaps, is Bascom N. Timmons, *Houston Chronicle* correspondent, who draws no salary for boosting his fellow Texan.

Other Presidential possibilities who, reportedly, lean heavily upon newspapermen for advice in the field in which they are specialists are: Senator Arthur Vandenberg of Michigan—Jay G. Hayden, *Detroit News;* Senator Bennett Champ Clark of Missouri—Duke Shoop, *Kansas City Star;* Herbert Hoover—Ben Allen, former Washington writer; James A. Farley—Edward L. Roddan, one-time press association writer here.

MINNESOTA MEETING

MINNEAPOLIS, Jan. 24—Plans to observe the Minnesota Editorial Association's seventy-fifth anniversary next year were formulated during the association's annual convention here. Paul Keith, *Chatfield News,* was elected president.

KANSAS TOURIST ADS

TOPEKA, Kan., Jan. 18—Kansas is determined to advertise her advantages to tourist trade this year, and plans for the promotional campaign were begun at a meeting held here yesterday. Sixty business and civic leaders, representing 20 associations standing to benefit from increased tourist travel through Kansas, met with Rolla A. Clymer, secretary-director of the Kansas Industrial Development Commission, and publisher of the *El Dorado Times.* The commission now is raising funds.

4 out of 5 Minneapolis Families Read the Star-Journal Daily

More than 240,000 Northwest families read the Star-Journal every evening.

MINNEAPOLIS STAR-JOURNAL

5 Years of Leadership producing greater results for Advertisers

The Cedar Rapids Gazette

• In 1939, Iowa's No. 1 newspaper carried 592,676 more lines of paid advertising than any other Iowa daily! And was first in paid linage for the 5th consecutive year.

LEADERSHIP like that doesn't "just happen." It takes a newspaper that produces the *biggest return* on the advertiser's dollar to stay on top year after year. Through its hundreds of successful advertisers, The Cedar Rapids Gazette has proved beyond question that it does make consistent advertising profitable.

No other Iowa newspaper gives you 43,000 daily circulation in Iowa's Richest Market. Cedar Rapids—the home of *America's Typical Family,* selected by The Ladies Home Journal—is the heart of this outstanding trading area consisting of more than 200,000 people. Don't bank on scattered coverage when you can *concentrate your message in more than* 43,000 *homes* . . . for less money.

Perry C. Rude, Cedar Rapids Ford dealer says, "For advertising that really sells, I am 100% for The Cedar Rapids Gazette." And that is a typical sentiment among Gazette advertisers both local and national.

More sales and better business in 1940 . . . let The Cedar Rapids Gazette get them for you. Write today for Free reports on coverage, markets, trade area income and other data.

"Blankets Iowa's Richest Market

The Cedar Rapids Gazette

Represented Nationally by
ALLEN-KLAPP-FRAZIER CO.
NEW YORK CHICAGO DETROIT

Member Media Records

HOW IOWA NEWSPAPERS RANKED IN 1939 IN PAID ADVERTISING LINAGE

	Agate Lines
1. THE CEDAR RAPIDS GAZETTE	7,203,323
2. The Des Moines Register	6,610,647
3. The Davenport Times	6,561,750
4. The Davenport Democrat	6,509,846
5. The Des Moines Tribune	6,001,151
6. The Waterloo Courier	5,530,266
7. The Sioux City Journal	4,951,030

Figures from Iowa Daily Press Association and Media Records

King Sends Hunt Abroad; Ripley Returns to U. S.

By STEPHEN J. MONCHAK

FRAZIER ("SPIKE") HUNT, famed U. S. war correspondent, author and magazine writer, sailed from New York aboard the liner Vulcania with

Robert L. Ripley

Frazier Hunt

Mrs. Hunt, Jan. 21, for war-torn Europe on a roving assignment for International News Service and KING FEATURES SYNDICATE.

After a tour through European trouble centers, during which he will file dispatches regularly to America, the veteran newswriter will establish headquarters in London, KFS announced this week. From there he will travel wherever the course of world events leads him on the trail of news and human interest stories.

Ripley Back Home

"Spike," as he is known to many statesmen and members of the Fourth Estate, is a veteran of more than three decades in the business. He covered the World War, the campaigns in Russia in 1919, D'Annunzio's march on Fiume, wars in China, uprisings in Africa and many other spectacular assignments.

His autobiography, "One American," was a best seller and his ninth volume, "The Long Trail from Texas," is coming off the presses in the spring. He told reporters who saw him off that "this war is undoubtedly the toughest of all to cover."

The day before "Spike" sailed "Bob" Ripley stepped down the gangplank of the S.S. Siboney a few piers away bringing back more material for his famous KFS "Believe It Or Not" cartoon and two new travel records.

To his already huge total, Ripley had added another 10,000 miles of travel, bringing his record to 607,000 miles. And while junketing through the Caribbean and Amazon regions, he found another country he never had seen before—Quintana Roo, independency on the south coast of the Yucatan Peninsula. This brought his list of countries visited to 201, more than any person is known to have visited before.

McClure Lists Two Serials

McCLURE NEWSPAPER SYNDICATE is currently offering for serialization Daphne du Maurier's best seller, "Rebecca," and General Ared White's "Attack on America," Richard Waldo, editor, announced this week "Rebecca," a melodramatic novel, is illustrated in mat form.

"Attack on America" pictures the possibilities of U. S. invasion. Written for the man in the street by a high ranking officer of the U. S. Army, and checked by 12 regular Army officers, according to the syndicate, the story is authentic in technical detail, while recounting the romantic adventures of a young American secret agent.

Fox Names Albright

VICTOR S. FOX, president, FOX FEATURE SYNDICATE, New York, announced this week the appointment of H. W. Albright, formerly mid-Western manager for Western Newspaper Union, as manager of the Western division of FFS, with offices in Kansas City, Mo.

Mr. Albright will handle the sale and production for the Fox process color comic page weekly and all other FFS features, Mr. Fox said. He also announced that Mr. Albright and himself have completed arrangements with Orville S. McPherson, publisher, *Kansas City* (Mo.) *Journal*, to print the process color comic section for the Western territory in Kansas City, thus furnishing faster service to newspapers.

United's New Serial

FEB. 5 is the release date announced this week by UNITED FEATURE SYNDICATE for its newest serial, "Navy Beau," by Joseph Lewis Chadwick. Illustrated, the story will run in 36 installments, six weekly.

The name of David Lloyd George, war-time Prime Minister of Great Britain, is currently being mentioned in news dispatches from abroad as a logical compromise selection as Prime Minister if Neville Chamberlain, now in the saddle, and his war cabinet, step down. Which makes a nice situation for UFS, which has a contract with the veteran British statesman for exclusive publication rights in this country to his weekly article on current affairs abroad, we learned this week at UFS.

New Fiction Announced

HENRY B. MARTIN, JR., manager, REGISTER & TRIBUNE SYNDICATE, last week announced that the syndicate's first 1940 fiction release is ready for release. Entitled "Love Flies Blind," the story is written by Louise Holmes. It will be released in 36 installments with illustrations.

Personals

MAJOR GEORGE FIELDING ELIOT, NEW YORK HERALD TRIBUNE SYNDICATE writer, and authority on problems of national defense and military strategy, was the guest speaker Jan. 22 at a dinner meeting of the Executive Club at Hotel Charlotte, Charlotte, N. C. . . . CALVIN'S NEWSPAPER SERVICE, New York, this week announced the appointment of Arnold DeMille, formerly of the *Toledo* (O.) *Press*, to its city desk. . . . Denys Wortman, who does the "Everyday Movies" panel for UNITED FEATURE SYNDICATE, returned to his home in New York last week after spending "the summer" at his summer home in Martha's Vineyard, Mass. He left last June for "the summer." . . . Milton Caniff, creator and artist of "Terry and the Pirates" for the CHICAGO TRIBUNE-NEW YORK NEWS SYNDICATE, is the subject of a four-page picture layout in the Feb. 13 issue of *Look* magazine, relating how Caniff employs real life models for his famed characters, "Terry," "Pat," "Burma," and the "Dragon Lady."

The Blue Beetle
The Blue Beetle
The Blue Beetle
The Blue Beetle
The Blue Beetle
The Blue Beetle

Write or Wire for Territorial Rights

Fox Feature Syndicate, Inc.
480 Lexington Ave., New York, N. Y.

TOPEKA PAPERS FILED

TOPEKA, Kan., Jan. 20—Incorporation papers have been filed for the Topeka State Journal, Inc. by Oscar Stauffer and associates with authorized capital of $150,000 represented by 1,500 shares of stock of a par value of $100 a share. F. H. Vandegrift and F. W. Brinkerhoff, both of Pittsburg, Kan., and Earl H. Hatcher, Topeka attorney, are named with Stauffer as incorporators. Vandegrift is named as resident agent of the corporation. Vandegrift has been editor and Brinkerhoff business manager of the *Pittsburg* (Kan.) *Headlight* and *Sun*, included in the Stauffer chain. Stauffer last week acquired by purchase the full ownership and management of the *Topeka State Journal* when the property was sold by Henry J. Allen, Arthur J. Carruth, Jr. and W. P. Snyder.

COUNTER SUITS FILED

Counter suits totaling $27,500 have been filed by B. V. Hedrick and the Salisbury (N. C.) Herald Publishing Company against E. W. G. Huffman, former editor of the *Morning Herald*, who recently sued them. Huffman asked for $600 salary allegedly due him from the publishing company, and for $9,214.94 from Hedrick, claimed as due from transactions of stock in the company. Answering, Hedrick alleged Huffman failed to deliver all equipment and other items he owned as the Carolina Watchman Publishing Company in a transfer.

War Make-up Changes Tend to Streamlining

Handling of war news and changes in make-up on account of that news held the attention of over 200 members of the North Carolina Press Association at the 16th annual Newspaper Institute held at the University of North Carolina in Chapel Hill and Duke University in Durham Jan. 18-20.

Speaking on "Resolutions for 1940," Charles L. Allen, executive secretary, New Jersey Press Association, advised the publishers to study and revise rates fairly, work with other papers to make consumer studies, educate advertisers and sell more space for all.

Earl Johnson Speaks

Earl J. Johnson, vice-president and general news manager, United Press, declared the press can consolidate popular confidence in its integrity, fairness, objectivity and general sanity in the way it presents the true, up-to-the-minute news of the war. "And the press services are just as interested in the task as the newspapers," Mr. Johnson said. Dewitt MacKenzie, foreign affairs columnist for the Associated Press, said, "grains of wheat will have more to do with winning the present European War than will bullets."

John E. Allen, editor of *Linotype News*, said the present war would probably have profound effects on newspaper make-up.

NEW WEEKLY PLANNED

A new weekly, the *Maryland Tribune*, whose aim will be to promote the reorganization of the Republican party in the state is being planned by a Baltimore group, headed by John Hobson, who will be president and general manager. John McFaul, formerly of *Baltimore American* will be editor. William S. Hill will be advertising and circulation manager. Mrs. Hobson will be a member of the board of directors. The company has been incorporated for $50,000 and stock in the project is being offered for sale to the general public. Mr. Hill said the paper is expected to start the second week in February. It will be printed in a commercial shop. Present offices are at 100 St. Paul Street, Baltimore.

Art Features **SYNDICATE** News Photos

ART

KEEP ON TOP OF THE NEWS WITH BRESSLER CARTOONS
Write or Wire Now for sample releases. No Obligation.
1709 Times Bldg., New York

DAILY CARTOON MAT SERVICE and local cartoons regularly at one low cost. Exclusive territorial rights. **Millans Newspaper Service, 723 West 177th Street, New York, N. Y.**

FEATURES

NEW FEATURES—After you have taken your reader survey and have thrown out the stuff that isn't clicking, consult us for editorial features with unusual records. **Exclusive Features, Box 758, Beverly Hills, California.**

PSYCHOLOGY. Dr. Crane's "Case Records." Daily, illustrated, "5-in-1" feature, covering love and marriage problems, children, personality improvement, business psychology, mental hygiene, every week, plus mail service. **Hopkins Syndicate, Inc., Chicago, Bell Syndicate, Inc., New York.**

RELIGIOUS. Twelve timely weekly features for church pages. Many leading newspapers have used service during last fifteen years. Church page plans for revenue free. **International Religious News Service, 1831 Sheldon Road, East Cleveland, Ohio.**

RELIGIOUS. People are more interested in personal problems than in the war. "RELIGION DAY BY DAY" gives them light and leading. **Ellis Service, Swarthmore, Penna.**

RELIGIOUS. EDITORS Brighten up your church page with THE WEEK IN RELIGION, an authoritative review of important events the world over. **Religious News Service, 300 Fourth Avenue, New York City.**

FEATURES (Cont'd)

SOMETHING DIFFERENT! Little known, factual non-political, human interest stories of Hitler, Stalin, Mussolini and Chamberlain. Four for $10.00. **Briggs Service, 145 W. Concord St., Boston, Mass.**

NEWS

CABLE. Background of cable news by authoritative writers from all corners of the World. Send for samples. **World-Wide News Service, Newton, Mass.**

Exclusive Boston Coverage
NEWS — PHOTOS — FEATURES
Phone, write or wire about our new flat weekly rate.
City News Bureau
729 Boylston St., Boston Kenmore 2279

HARRISBURG (Pa.) CORRESPONDENT offers news service for trade journals, business papers and newspapers. Photo service. Reports. **Keystone News Bureau, Box 788, Harrisburg, Penna.**

HOLLYWOOD NEWS. "CAVALCADE OF HOLLYWOOD," by "Bill" Wells, a fresh slant on Hollywood News. Sample. Write **Wells Feature Syndicate, P. O. Box 2025, Hollywood, California.**

PHOTOS

PICTURE COVERAGE. Preferred by New York Newspapers for spot news picture coverage because of PICTORIAL EXCELLENCE—being the only syndicate in New Jersey having the best balanced photographic staff in the State. Confidential assignments covered. **Ralph Morgan Newspictures, Newark Airport, New Jersey. Phone, Mitchell 2-7064.**

NEWSPAPER PROMOTION REVIEW

By T. S. IRVIN

The Annual Audit

WE HAVE HAD occasion before to commend the idea of a newspaper offering its readers, at the start of each new year, an audit of its activities and accomplishments for the previous year. It is, we think, an excellent institutional promotion. The reader, however devoted he is to the newspaper, is too often quite casual about it, unaware of the multitudinous activities a newspaper engages in to bring him the news he wants each day. An audit page serves to summarize these activities for him and impose them quite forcefully upon his mind. The advertiser is no less impressed.

Recent years have seen a number of newspapers over the country adopt this idea of an annual audit page, and all of these pages which have come to our attention have been good. Now comes the *New York Herald Tribune* with such a page, headlined "Reporting—for 1939," and we give it a hand as one of the best such pages we have seen. Copy gives the simple, unadorned facts of the year, dividing itself into sections on news, circulation, advertising, personnel, the Home Institute, special services and a few other interesting statistical figures. It makes excellent reading and, we have little doubt, will prove a highly effective promotion each year.

Also from the Herald Tribune comes an interesting and unusual folder. The cover is made of two 8½ x 11 sections of regulation newspaper mats. The folder tells how successfully Newsweek has used the Herald Tribune as an advertising medium, and shows the Herald Tribune's record of leadership in New York in magazine advertising.

Scrap Book

FROM Jimmie Skinner, Jr., of the *Corpus Christi* (Texas) *Caller-Times* comes an ingenious promotion—an advertiser's scrap book and manual. It is very simply got up in the newspaper's own plant, a newsprint scrap book in tabloid size with some forty blank pages on which the advertiser may keep clippings of his ads. Several pages in the front and back of the scrap book—which is stitched for convenience and permanence—are devoted to helpful data for the boys and girls who prepare newspaper advertising, plus some good selling material about newspaper advertising. Our bet is that most advertisers who get this book will use it—and, using it, will have constantly before them a swell ad for the Caller-Times.

Three Score and Ten

TO THE *Indianapolis News*—a big hand for an excellent editorial promotion in connection with its seventieth birthday, which was celebrated last month. To mark the event, the News decided to tell its readers the simple but always dramatic and fascinating story of how the News is put together to bring them the news each day. For nine days preceding its birthday, the News devoted part of the front page of its second section to an illustrated spread telling of some phase of the job of getting out the paper—reporting, pictures, special features, editorials and reader service, the composing room, the pressroom, the circulation department, the advertising department. On the birthday, the page carried an excellent montage made up of pictures used in the series. The series was well written and splendidly illustrated. It would be a pity, we think, not to incorporate this material into a booklet. Readers and students should welcome it.

Enterprise

THE *Winnipeg* (Canada) *Tribune* showed fine enterprise a couple of weeks ago when it printed a 4-page special edition for 250 members of the Young Men's Section of the Winnipeg Board of Trade, guests of the paper for the day. The front page was devoted to reporting the news of the group's visit, including interviews with some of them. The back page was devoted to various stories of the group's activities. The inside spread was given over to an account of the paper's organization and how it works.

"The inside and back pages were prepared early," Promotion Manager C. M. Roberts tells us, "and the front page was made up and printed during the group's tour of the plant. The extras were then distributed by newsboys during lunch, and were later mailed out to the full membership list of the Board of Trade."

This is the kind of promotion that will make the Tribune solid with the rising generation of young executives.

Every one of the group that got copies of the extra will certainly treasure it for a long time.

The Sun Rises

ONE OF THE IMPORTANT food chains in New York is Gristede Bros., Inc. During 1939, Gristede placed 92.9% of all its New York newspaper advertising in the *New York Sun*. There's something for the Sun to brag about—and it does, very effectively, in a full newspaper size broadside.

Not only did the food firm use the Sun almost exclusively, but Gristede used four times as much space in the Sun as they originally contracted for. Not only did Gristede use the Sun, but a host of other grocery advertisers are listed who also used the Sun.

Some of the Gristede ads are reproduced, along with a letter from the Gristede advertising agency claiming that use of the Sun was "more than justified." The broadside packs a punch.

Merchandising

UNUSUAL among publication merchandising plans is the one offered grocery manufacturers by the *New Yorker Staats-Zeitung und Herold*. It consists of three units—a grocery chain and six co-operative jobbers; 1,600 grocery and delicatessen stores; and the newspaper's own merchandising staff. The staff sees to it that the big grocers who advertise in the paper feature national products, and then sees to it that the small grocers who do not advertise push national products that are advertised in the paper. The plan is thoroughly and well explained in a brochure recently issued, "The Grocery Manufacturer's Key to the New York Market." Charles M. Eckman of the Staats-Herold staff, who sends it, believes that the plan is unique in the foreign language field. So far as we know, it is. Which only makes it the more attractive. A good plan. A good brochure.

HEADS BUFFALO CLUB

Edward J. Suor has been elected president of the Greater Buffalo Advertising Club for 1940.

Wright Spikes Rumors Of Globe & Mail Sale

TORONTO, Jan. 23—Because of "continued circulation of groundless and malicious rumors" that the *Toronto Globe and Mail* has been purchased by other interests despite the denial by its owner, and owing to the many anxious inquiries received from loyal readers, William H. Wright, the owner, today issued the following statement:

"The Globe and Mail is not for sale to anybody; it was not purchased for resale but rather as a means of rendering public service. I might also say that nobody has ever discussed with me purchasing the Globe and Mail, nor would there be any use of anyone doing so.

"The persistent rumors having taken various forms, I would like also to state that Mr. George McCullagh is president and publisher of the Globe and Mail for his lifetime. He is at present, unfortunately, on leave of absence from the Air Force to enable him to recover from a severe bronchial attack. At the end of the war, Mr. McCullagh will return to his desk."

a new high for The Times

The New York Times in 1939 printed 21.37 per cent of all advertising appearing in New York newspapers.

This is the largest percentage of New York City's total advertising volume ever published in any year by The Times.

The New York Times

"All The News That's Fit To Print"

A NATION UNITED BY TELEPHONE

JUST twenty-five years ago, on January 25, 1915, the first transcontinental telephone call was made.

President Wilson talked from the White House across the country, testifying to the nation's pride "that this vital cord should have been stretched across America as a sample of our energy and enterprise."

The inventor of the telephone, Alexander Graham Bell, in New York, repeated across the continent to San Francisco the first words ever heard over a telephone—"Mr. Watson, come here, I want you"—to the same Thomas A. Watson who had heard them in the garret workshop in Boston in 1876.

That ceremony ushered in transcontinental service twenty-five years ago. Then it cost $20.70 to call San Francisco from New York. Now it costs $6.50 for a station-to-station call and only $4.25 after seven in the evening and all day Sunday.

In 1915 it took about half an hour, on the average, to make a connection. Now most calls are put through without hanging up.

These are measures of progress in the never-ending effort of the Bell System to give faster, clearer, more useful and courteous service to the people of the United States.

BELL TELEPHONE SYSTEM

Broadway Award A Big Hit With New Yorkers

Friend, Mirror Columnist, Has Won Wide Approval For His Good Will Plan

Four years ago Ted Friend, who conducts the bi-weekly Broadway "Nightlife" column for the *New York Daily* and *Sunday Mirror*, W. R. Hearst a.m. tabloid, hit upon the idea of presenting annually an award to an entertainer in the New York night club field for "outstanding artistry," chosen for ability, personality and public appeal.

Ted Friend

It immediately caught on with blasé Broadwayites, who felt they were being neglected, since other entertainment fields (drama, movie, etc.) had their Critics' Circle Award, Academy Award, etc.

"The Broadway Medal"

The award, a gold medal, is the only one of its kind in the Big City and competition today is intense among the high-salaried Broadway night club, hotel and musical comedy performers. It is known as the Mirror-Ted Friend Award and along Broadway as the "Broadway Medal."

Started as good-will promotion for the Mirror by Friend, who is amusement editor and manager of the Mirror's amusement department, the plan easily won the approval of the tabloid's readers, also. It also has clicked with amusement advertisers in the Mirror who have been attracted to the paper's pages. In 1939 the hotel and restaurant classification gained 17,000 lines over the previous year.

The winner of the award is selected by a Mirror-Ted Friend Award Committee. The columnist doesn't vote and remains in the background. Readers write in with suggestions but the winner is chosen by the committee.

1939 Winner Announced

Last week the committee announced its 1939 winner, The Hartmans (Paul and Grace, husband and wife team), satirical dancers, currently performing in leading New York hotels and night clubs. There was an unprecedented list of 156 candidates—all top-notch performers.

The committee this year was chairmaned by Edward P. Mulrooney, impartial chairman of the hotel industry and former New York State Commissioner of Correction and Police Commissioner of New York City.

Other members were Brock Pemberton, Orson Welles, Charles C. Moscowitz, Gene Tunney, George Abbott, Tony Sarg, Beth Brown and Robert M. Weitman.

The award will be presented by Friend at a gala function the time and place of which will be announced later. At this event Friend takes the cover charge for the evening (running into four figures) and divides it equally among the Catholic, Protestant and Jewish charities.

Friend, a 42-year-old Chicagoan, started newspapering on the old *Chicago Evening Post*.

He joined the Mirror nine years ago.

Camera Knights

BOB BROOKS, brother of Milton "Pete" Brooks, photographer of the *Detroit News* staff, has been a staff photographer on the *Detroit Free Press* since 1934. His interest in photography was aroused when his brother took a picture of him while he was building a car for the Soap Box Derby.

Bob Brooks

"That picture, together with the fact that I was always nosing into Pete's camera satchel to find out how things worked, developed my interest in photography," Bob says. "However, my first taste of newspaper work was in 1923 as a police reporter on the *Washington* (D. C.) *Herald*. Later, after a short time at the University of Maryland and with Consolidated Press, I joined the *Washington News*, also as a police reporter."

Being in constant touch with Photographers on the News, brought back Bob's interest in cameras and when he left the News in 1927, he joined NEA Service under the late Rodney Dutcher, as a photographer. He was sent to Chicago, and after a year, joined Acme Newspictures, going to Cleveland for this company in 1933 as bureau manager. The following year, he joined the Detroit Free Press.

Bob was born in Ferguson, Mo., in 1909. He is married. An enthusiastic horseman, he was one of the founders of the Free Press polo team, a little more than a year ago.

■

Woman Reporter On Western Front

Hazel MacDonald, *Chicago Times* staff correspondent in Europe, is credited with being the first American woman reporter permitted to cover the Western Front. Her cables from the Maginot Line began this week after she succeeded in gaining permission to go to the front from the French war office.

Miss MacDonald, who was formerly a reporter on the *Chicago Evening American*, gained the reputation of being able to cover all types of news, holding her own with male reporters on any assignment in Chicago. In her dispatch from Paris prior to leaving for the front, she stated:

"My sex stumped them for a few weeks, but finally the higher-ups decided that if a Chicago reporter could wear skirts and cover gang murders there was no reason she couldn't wear them and be a war correspondent."

■

N. Y. FIELD SECRETARY

Dr. Fred E. Merwin, assistant professor in the School of Journalism, Syracuse University, will become acting field secretary of the New York Press Association Feb. 1 succeeding Prof. Frank B. Hutchinson who resigned to become executive secretary of the New Jersey Press association and professor of journalism at Rutgers university. Dr. Merwin will serve as secretary until July 1. Dr. Merwin has served on the *Indianapolis Times*, *Delaware* (O.) *Gazette*, *Canton*, (O.) *Repository*, and the United Press in addition to several years spent in many capacities on the *East Palestine* (Ohio) *Daily Leader*, of which his father, Charles L. Merwin, is publisher.

Inquirer Photo Plant Being Modernized

continued from page 18

well paid employment awaits all properly qualified men.

Legislative Syndicate

EMPIRE STATE NEWSPHOTOS of Albany, N. Y., has inaugurated its second year as an individualized service with an encouraging report of one of the country's youngest syndicates. It began operations on Jan. 4, 1939, in response to a demand of New York City picture editors for better coverage of the State Capitol.

Managed by Roger L. Moore, veteran news photographer, and Gar Schmitt, former picture editor of the *Albany Times-Union*, the service specializes in legislative doings. Its spot news coverage embraces the state as far north as Plattsburg, the Catskills and parts of Vermont and Massachusetts. Much roto and feature material obtained in this territory is of national interest to numerous publications.

The syndicate is emphatic in declaring that it in no way attempts to compete with the big news photo bureaus on national coverage. Its purpose is to supplement the service that editors already have with pictures of local importance.

■

Jerome, Rook Advance In Minneapolis

MINNEAPOLIS, Jan. 24 — Several changes in the business office of the *Minneapolis Tribune* papers have been announced.

John Jerome has been named national advertising manager. He joined the Tribune about five months ago as special representative of the publisher, coming from the former *Journal* where he was advertising director. Franklin Rook, former circulation manager of the Tribune, has been appointed to the newly created position of circulation director. Succeeding him as manager is Joseph Seidl, formerly assistant circulation manager. Rook is a veteran of 30 years' newspaper circulation experience. He joined the Tribune three years ago, coming from the former Journal. Seidl, who is 29 years old, went to the Tribune five years ago from the now defunct *St. Paul Daily News*.

■

SEEKS FCC PERMIT

WASHINGTON, D. C., Jan. 22—The Utica, N. Y., Observer-Dispatch, Inc., has applied to the Federal Communication Commission for a permit to construct and operate a broadcasting station.

ECONOMIC DEMOCRACY

"Life insurance in the United States has been built up little by little, day by day, year by year, by the people themselves. They have used government and its benefits and restrictions only incidentally. Here is a democratic enterprise which embodies our thrift . . .

"It is a democratic achievement from top to bottom, democratic in its conception, democratic in its aims, democratic in its performance, democratic in its ownership and its management."

From a speech by William A. White, Editor, Emporia, Kan., Gazette

Girl Reporter Plans Trip to India

Adrienne Moore, a Columbia University graduate who went to Tokyo in 1935 to head the English department of the American School, but who tired of teaching and went into newspaper work on the *Japan Advertiser*, has returned to New York. While in Japan she learned to speak the language, interviewed people of high and low degree, and wrote a book titled "Interviewing Japan." Now she is preparing for a trip to India where she will enter the Tagore school, and later travel about the country studying native life.

Miss Moore has many friends in India, made in college and by correspondence while collecting material for her Master's thesis at Columbia. Her subject was the works of Rammohun Roy and his possible influence on American literature.

Miss Moore reports that one result of the European war is that American editors are frigid to articles on Japan. Tokyo has ceased to be a hot news center and outside the big news agencies, newspaper jobs are generally routine and poorly paid. Average pay is less than $25 a week, she said.

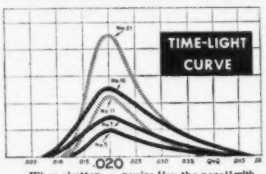
She plans to leave for India this spring, having special permission to enter under war conditions, through intervention of the British Ambassador in Tokyo.

■

HINDLEY ELECTED

The New Mexico Press Association elected Richard Hindley, *Clovis News-Journal*, president at its annual meeting at Albuquerque Jan. 17. The first annual gridiron dinner, attended by 200, was held the previous night.

SEE WHY
one synchronizer setting gets good pictures with every size
G-E SYNCHRO-PRESS



When shutter is open here ↑ you're "on the nose" with every size.

- Amazing uniformity
- A G-E peak for every need
- G-E dye-protected safety jackets

GENERAL ELECTRIC
MAZDA PHOTOFLASH LAMPS

NEWSPAPER NEWS
AUSTRALIA

The only journal giving the news of advertisers, advertising, publishing, printing and commercial broadcasting in Australia and New Zealand.

If you are planning sales campaigns or are interested in these territories read

"NEWSPAPER NEWS."

Published Monthly

Subscription rate $1.50 per year post free

Warwick Bldg., Hamilton St.
SYDNEY

ANPA Lists States, Laws Restricting Advertising

MORE STATES restrict dental advertising than any other form of advertising, a national survey of restrictive laws on advertising made by the American Newspaper Publishers Association and released Jan. 10 in ANPA B Special Bulletin No. 7178, reveals. Thirty-seven states of the 48 surveyed by the ANPA had restrictions, in one form or another, on dental advertising practices.

The states and the laws prohibiting advertising of all forms follow:

Alabama: Dental advertising restricted by Act of 1935. Untruthful, impossible, improbable or misleading optometric advertising prohibited by Act of 1935. Physicians prohibited from advertising by Act of 1935. Advertising of chiropractors subject to regulation.

Arizona: A law restricting dental advertising was passed by last legislature, but referendum was invoked against the law, which has been suspended until the next general election.

Arkansas: 1939 General Assembly enacted law prohibiting price or service advertising by optometrists. Constitutionality of the law upheld by three judge federal court. Case has been appealed to the United States Supreme Court. A restraining order prevents enforcement pending appeal to the Court.

California: Both dental and optometric advertising restricted and regulated.

Colorado: Dental advertising regulated by law. Untruthful, impossible, improbable or misleading optometric advertising prohibited. Dental advertising may not include offers of free examinations, prices, statement of superiority or claim of painless dentistry. Advertising of liquor prohibited.

Connecticut: Dentists prohibited from advertising. Optometric advertising regulated by Board of Optometry.

Delaware: Dental advertising regulated by State Board of Dental Examiners. Optometric advertising restricted to the name and business of the practitioner under rulings of the State Board of Examiners in Optometry.

Florida: Both dental and optometric advertising restricted by law.

Georgia: Law of 1937 provides for revocation of license to practice from dentists which solicit business by advertising in publications.

Illinois: Dental advertisements limited to two inches and price copy prohibited. No regulation of optometric advertising.

Indiana: Advertising of dental prices prohibited. Law provides for revocation of license of dentists if guilty of "unprofessional conduct" which is defined to include false or misleading advertising, advertising painless dentistry, professional superiority, the use of any anaesthetic, free dental service, examinations or consultations. Advertising of optometric prices prohibited, and optometric advertising otherwise restricted and regulated.

Iowa: Dental advertising subject to regulation.

Kansas: Dental advertising subject to regulation. Can only advertise place of work; price advertising and superiority of service prohibited.

Kentucky: Dental and optometric advertising subject to regulation. Liquor advertising also subject to regulation.

Maryland: Dental advertising restricted to a personal professional card of not more than 2½ inches x 2 inches, with name, title, address, telephone number and office hours, which may be printed in newspapers or other publications in the State.

Massachusetts: 1937 Act limits dentists to advertisements containing their names, addresses, office hours and speciality. Law upheld by State Supreme Court.

Michigan: Dental advertising subject to regulation. Law passed in 1939 and subject to statewide referendum in November, 1940 unless courts determine law to be invalid. Optometrists prohibited from advertising prices.

Minnesota: Dental advertising restricted as to size and content. Cut-rate advertising by optometrists subject to regulation.

Missouri: Dental advertising subject to regulation and restriction. Advertising limited to a professional card containing name, title, degree, office location, office hours, telephone number, and residential address and telephone number. If published, copy must occupy not more than one column and two inches in depth. Optometric advertising subject to regulation and restriction. Price advertising prohibited.

Montana: Dental advertising restricted to 3 inch space, with copy to contain only identification and simple statement of any specialty. Insurance advertising prohibited except by companies licensed to do business in Montana. Liquor advertising regulated by State Liquor Control Board.

Nebraska: Price advertising by dentists prohibited. An "honest advertising" law makes it a criminal offense to publish untrue, misleading or deceptive advertising.

New Hampshire: Dental, optometric and liquor advertising subject to restriction and regulation. All advertising copy for liquor subject to censorship.

New Jersey: Dental advertising subject to regulation. Price and character of work advertising prohibited. Dental law upheld by New Jersey Supreme Court. Optometric advertising subject to restriction and regulation.

New York: Dental and optometric advertising subject to restriction and regulation.

North Carolina: Dental and optometric advertising subject to restriction and regulation. Optometric law stopped corporate practice of optometry.

North Dakota: Dental advertising subject to restriction and regulation.

Ohio: Dental advertising subject to restriction and regulation by State Dental Board. Price and painless dentistry advertising prohibited.

Oklahoma: Dental advertising subject to restriction and regulation.

Oregon: Dental advertising subject to restriction and regulation. A bill providing for restrictions on optometric advertising was vetoed by the Governor after being passed by last session of the Legislature. A 6% markup law on foods has tendency to cut down newspaper food linage and to depress food prices to 6% level.

Pennsylvania: Dental advertising subject to restriction and regulation. Optometric price advertising prohibited. Attempts are being made by undertakers, chiropodists, barbers and others to restrict advertising in their fields, but unsuccessfully to date.

South Dakota: Dental advertising subject to restriction and regulation.

Texas: Dental advertising restricted to use of plain business card. Illustrations, prices, etc., prohibited. Law upheld by State Supreme Court.

Utah: Dental advertising subject to restriction and regulation.

Vermont: Dental and optometric advertising subject to restriction and regulation. Optometric price advertising prohibited.

Virginia: Dental and optometric advertising subject to restriction and regulation. Dental law upheld by State Supreme Court.

Washington: Both dental and optometric advertising restricted as to including prices.

West Virginia: Law governing dental advertising permits an advertisement up to 8 columns in width and 25 inches in depth. Law governing optometric advertising prohibits mention of prices or offers of free examinations.

Wisconsin: Dental advertising subject to restriction and regulation.

BEVIS TO TAKE POST

Dr. Howard L. Bevis, who will assume the presidency of Ohio State University on Feb. 1, will make his first public appearance in that capacity when he addresses the annual convention of the Ohio Newspaper Association in Columbus on that same day. Another feature of the convention will be the annual Osman C. Hooper Newspaper Show.

TRAVEL ADS PROFITABLE

New York State in the last year reaped a profit of more than $1,200,000, or several hundred per cent. in the form of gasoline taxes paid by out-of-State motorists, while an additional $400,000,000 from tourists was circulated in every avenue of trade, on an advertising investment of $200,000, the Empire State Travel Association, announced in Auburn, N. Y., January 21.

PUBLISHERS DO BUY DRESSES

mary hampton
california fashion columnist
headquarters · san francisco
26 o'farrell street, room 800
exbrook 8066 · west 5730

January 7,1940

Mr. James W. Brown
Editor & Publisher
New York, N.Y.

Dear Mr. Brown:

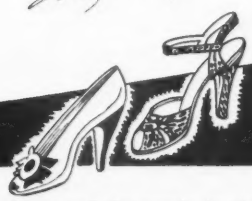
When I advertised in Editor & Publisher, naturally I anticipated many responses, for that is the reputation of the publication. But I am writing to tell you now that my most optimistic expectations didn't come anywhere near the thing that happened.

Evidently the one column by three inches ad, which I used skeptically, is quite sufficient for a message like mine--used, of course, continuously every issue for some months. The proof of the pull of the ads is the fact that I am a larger syndicate now because of this campaign in your publication!

I wanted you to know this and to thank you for a publication that can lend this helping hand to us whose success depends upon contacting all newspapers.

In appreciation

Mary Hampton



As well as the latest in women's hats (those silly pill-box affairs) and the latest type hose, to say nothing of lingerie, gloves, and the like.

We make this admission about our publishers because Mary Hampton told us so. And she found out, as her letter explains, by telling these publishers, editors, and feature chiefs about it through the very masculine columns of Editor & Publisher.

But why not read Miss Hampton's letter for yourself? If it gives you an idea, we'll give your copy our very best attention.

Syndicates large and small have discovered the magic in the columns of Editor & Publisher. From the classified Syndicate Directory on the "Syndicates" page to front cover advertisements they tell their stories. Ask for Directory or display rates.

EDITOR & PUBLISHER
1700 Times Building New York, N. Y.

Making Newspapers More Readable

continued from page 12

from 7 to 9 pt., you gain 14% in visibility; if you go from 8 to 10 pt., you gain only 12%—the law of diminishing returns. Similarly with leading. An increase of 1 pt. showed improvement of only .4% on his test, 2 pts. showed 10% and 3 pts. 16%, while 6 pts. improved only 19%. (His tests were made with 10 pt. type.) Size is relatively more important than leading. 6 pt. increase in size improving visibility more than twice as much as 3 pts. increase in leading.

LINE LENGTHS — Newspapers are lucky in having short lines, for 12 ems is about as good a measure as any for type from 6-9 pts., though here as in size the "authorities" violently disagree. Tests are inconclusive, except to show that the eye more often skips back, pauses and loses its way back to the beginning of long lines. Line length must be related to type size and leading. Printers' rules of thumb on this are as competent as any of the experts'. Probably 12 ems is ideal up to 9 pt.; 10 pt. requires too much letter spacing and too many hyphenated words (a definite reading handicap) in 12 ems; 18 ems is preferable for 10-12 pts.; two-column measure, or 24 ems, should only be used with type at least 10 pt. or even 12, well leaded.

Tinted Paper vs. White

PAPER AND INK—It is interesting to note that Dr. Luckiesh, our only scientific tester of the printed page, started with a definite preference for India or cream tinted paper, but when he got around to making tests for visibility, concluded: "There is no acceptable proof of benefit to human eyes" from tinted paper. His tests show the best possible seeing conditions, other things being equal, result from the blackest possible print on the whitest possible paper. In other words, the maximum degree of contrast makes the easiest reading. He rates the best white paper at 97% contrast, and the best newsprint at 85% (he didn't say what make). Telephone directories rate about 80%. Tinted inks and tinted papers both reduce this maximum visibility, though only in small degree. Contrast has to be taken into account, and red ink obviously has attention value on an otherwise black and white page. Use tinted paper and colored ink if you want to, avoiding reds or heavy tints in paper, and blue shades in both ink and paper. Eyes dislike both colors.

Another important paper factor in reading ease is the printing surface. Glare hinders reading, but smooth surface paper prints the best halftones, so a compromise is necessary.

MISCELLANEOUS FACTORS — Condensing much data into brief suggestions, here are some pointers for increasing readability:

The average sixth-grade reader is not familiar with many typographical conventions, and there is no reason why we should increase his task by sticking to them. Reading ease would be increased by using 12 em cut-offs at the ends of all stories, for few readers distinguish between a 30 and a 3 em dash; by using jump lines whenever a story breaks from one column to another; eliminating insert boxes—they interrupt the flow of thought and confuse the reader; eliminating subheads used merely to break up type, as they also interrupt the reader unless they mark different sections of a story or have definite attention value, and a column of type can be broken up by shorter paragraphs, more quoted matter; eliminating all indentations, even half-column cuts, for irregular margins are a very definite retarding factor in reading—use italics or boldface or caps instead for emphasis; simplifying date lines to the place of origin only, putting credit lines at the end, where they belong, or incorporating them into the story, for they mean little to our sixth-grade readers and clutter up the beginning of the story, where we should make their job easiest.

Making Up for Sixth-Graders

Now, on the basis of what has been learned of lighting, type and the printed page, some of its scientific, much of its psychologic, what can we do with newspaper makeup as a whole to make our papers easier for our sixth-graders to read?

First of all, standard pages are too big. The eye can't encompass them at a glance, and our strenuous effort to call attention to what we offer the reader merely confuse him because they kill each other off. But we can't do anything about our size now, and the tabloids haven't found anything better for page 1 than art and banners. With the handicap of a big page, however, there are possibilities for vastly improving readability by taking advantage of what is known about our sixth-grade reader himself.

PAGE 1—There are four ways of attracting attention on page 1: big type, art, color and general makeup. We've exhausted the possibilities of boxcar type and splashy art; color gives us a real chance for new developments, but the big possibility remains in a more readable makeup, with which many papers are now experimenting. With a digest of studies in both reading and type as a background, I venture a suggestion for a new style of page 1 makeup that would attract all classes of readers, be easier for the poorest as well as the best readers and better enable us to tell the day's news both succinctly and comprehendably.

The front page itself should be the index of the day's news. Instead of the conventional top heads and mixture of long and short stories, many of them jumping inside, to the confusion and disgust of the reader, it should contain a complete summary of the news report.

Use streamers, yes, as attention getters. Use art, yes, when it has value as an attention-getter. Use color, by all means, for contrast in streamers, for late bulletins, for stories wanting emphasis. Then use the rest of page 1 to tell the reader, in condensed, succinct, readable form, all the day's significant happenings.

This new front page should be set in at least 9 pt., if the present 12 em measure is retained, or it might use six columns of 18 em measure and 10 pt. body type. Or the two outside columns might be 18 ems 10 pt. and the middle five 12 ems 9 pt.

Headlines in Plain English

HEADLINES — Headlines certainly should escape the steel and concrete prisons of our present rigid forms and really tell their story in plain English. Nothing is so meaningless to the sixth-grade reader as "headlinese."

No wonder we encourage headline-only readers by making a sharp contrast between the type of head and story. Write the head intelligibly, make it long enough to summarize the story succinctly, forget the old conventions of steps and pyramids, decks and dashes, and grade it down in type size to not more than two points bigger than the story lead. Then we will not only give the reader an exact and understandable idea of what the story is, but lead him naturally into it without making his eye jump from 18 pt. bold to 7 pt. light.

Did you ever figure the space conventional makeup wastes, and the effect on the reader, by repetition in the streamer, drop head, lead, caption and cutlines? All this should be eliminated, both to save space and to spare the reader. He wants to know that John Jones was elected, and doesn't care to have it thrown at him in streamer, head, story and cutlines.

Let the streamer say: JOHN JONES ELECTED PRESIDENT, the head: BY CHAMBER OF COMMERCE TO SUCCEED PETER SMITH, and let the lead begin: "The new president promised to keep up the chamber's new industry drive and chose an active committee to work with him." Then if you want to use Jones's cut, simply put his name over it or under it, run it at the beginning or end of the story.

STORIES—Now for the stories that will go on page 1. You've really said about all there is to say concerning Jones, except to name his committee and any other officers elected. If you want to go into detail about the meeting, with the nominating speeches, put it inside, and end your page 1 summary with a standing line: "More details about JONES on Page 6, Col. 2." Then your inside head need simply be JONES, and, with a continued line, you can pick up the rest of the story without repetition at a new paragraph. Such a jump does not interrupt the thought or annoy the reader half as much as breaking a story in the middle of a sentence and without regard to how much of the meat has been told on page 1.

99% Have Been Informed

You have then told everything 99% of your readers want to know about Jones on page 1, where they will see it. You have not nauseated them by repeating the fact of his election half a dozen times. And you have given the members of the C. of C., Jones's friends and any other interested the detailed story inside, where it doesn't clutter up page 1. Incidentally, the inside story of such nature can well be set in your regular body type.

So on with the rest of page 1. Not a story breaks but can be told in a head, one or two paragraphs of simple exposition and possibly a cut. Stop there, and give the rest of the details or sidelights, for those readers interested, on an inside page in regular body type. During a Munich confab, it is obviously feasible to run the entire story down page 1, but on the ordinary run of news, our sixth-grade readers seldom go two paragraphs beyond the headline. Why not make it easy for them by telling the story, continuously and intelligently, without repetition, in the combined head and two paragraphs, set in large type, and leave the rest for the readers who want the detail and the background inside?

Such a front page would be made up with one to three streamers dropping to stories in 10 or 12 pt. in outside wide measure columns, and if you use color in a streamer, use it for the story, too; art; and a large number of brief, one or two paragraph condensations of the significant happenings of the day, set at least in 9 pt. and with heads of nearly equal length, for the busy reader, the slow reader, the casual reader.

That, in bare outline, is one concept of a readable front page, from the standpoint of typography, makeup, sixth-grade reader interest and reader skill. It goes the Summaries of Today's News, to which many papers devote a half column or more, one better by making page 1 the news index of the whole paper. It gives better distribution of live news throughout the paper, enabling you to run the detailed stories on important happenings under inside banners and with additional art. And I am convinced that sharper editing, the change in headline style and the elimination of senseless repetition combined would make this treatment an actual space-saver. By the time you condense many a long story into this page 1 form, you will realize that a paragraph is all it deserves, and use the space it would have wasted for more art, features or a livelier inside news report.

ART—Many newspapers are overlooking a bet in not using more graphic charts, maps, line drawings and pictorial expositions of complex news stories. And here is a real chance to use color effectively. The art department needs expanding. Put it to work. Why are advertisers using comic strip ads? Look what David Lawrence has done with his graphic pictograms in the United States News. Look what has been done in pictorializing statistics. And for real inspiration, examine modern school textbooks, where illustration has been put on a tested basis for supplementing text. Many an abstruse editorial could be made intelligible to sixth-graders with a clear line drawing or chart, saving half a column of unreadable type, lost on readers who delight in editorial cartoons but find reading a chore. So with many a long story describing a legislative act or an administration policy.

One final suggestion. Just as our sixth-grade readers are unfamiliar with typographic conventions like 30 dashes, so are they unacquainted with the conventional distinctions among feature, news, editorial and advertising. Make it plain to them. Put heavier column rules and cut-offs around the ads. Tell them this is the editorial opinion of The Banner. Use different head type for a feature story so they won't confuse it with news matter.

EMPHASIS—And if you want to emphasize or call attention to a story, if you want it read by all your readers, use bigger body type on it, use color, both of which are more effective, from the standpoint of the sixth-grade reader, than big heads that might as well be written in Sanskrit.

The next article will try to explain how we see and read, and how inefficiently most of us use that skill, and will include more suggestions for getting the attention and holding the interest of slow readers.

If you want to make a more detailed study of typography, and methods of testing its effectiveness, here are some of the most helpful authorities:

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* Most valuable.

S. F. Chronicle Streamlines 75th Birthday Issue

Entire Jubilee Edition Follows Paper's New Style . . . Start Recalled

Born 75 years ago on a borrowed $20 gold piece and the audaciousness of two teen-age boys, the *San Francisco Chronicle* this week displayed its virility and stamina in a streamlined birthday celebration.

George T. Cameron

Paul C. Smith

Capping enthusiastic festivities and promotion activities which began early in the month will be the appearance Sunday of the Diamond Jubilee Edition. This will be of 152 pages in 10 sections, every portion of which has been designed to meet the Chronicle's modernistic interpretation of streamlining, with interpretative articles and stories and classified by departmentalization of news for the benefit of the hurried reader.

Started as Theatrical Paper

The Chronicle's beginning was amazingly humble in contrast to its present magnificence both in plant and product. Actual birth of the Chronicle occurred Jan. 16, 1865. The founders were the de Young brothers, Charles, then 19, and Michael H., at that time but 17. Michael de Young left high school to join his brother in the enterprise, publishing the *Dramatic Chronicle*, which was very little more than a theater program with news notes.

When the paper was three months and still without telegraph service, M. H. de Young observed a bulletin in a telegraph office on the assassination of Abraham Lincoln. This news had been too late for the morning papers, and Mr. de Young sped to the Chronicle office and produced an extra on the greatest news story of that era.

Thus the paper grew, and shortly moved from the little printing shop of its birth to larger quarters. The young publishers acquired type, furniture and a gilt-lettered bulletin board.

The *Daily Morning Chronicle* replaced the "Dramatic Chronicle" on Sept. 1, 1868. The "new Chronicle" contained all the features of a full-grown daily of its day, including marine and commercial news. When an 8-page paper was produced on Sunday, Dec. 19, 1869, it was described by the Chronicle as the largest paper ever issued in San Francisco up to that time.

Present Plant Since 1925

When less than 15 years old, the Chronicle moved to new quarters which contained the finest mechanical equipment of that day. Grief came the following year, 1880, when Charles de Young died. M. H. de Young died Feb. 15, 1925, the year after the dedication of the Chronicle's present plant which occupies a block of downtown San Francisco property.

George T. Cameron, a son-in-law, became president of the Chronicle Publishing Company and Chronicle publisher by the terms of the M. H. de Young will. He continues in that role, although within the past few years Paul C. Smith, general manager, has assumed an important share of the paper's direction.

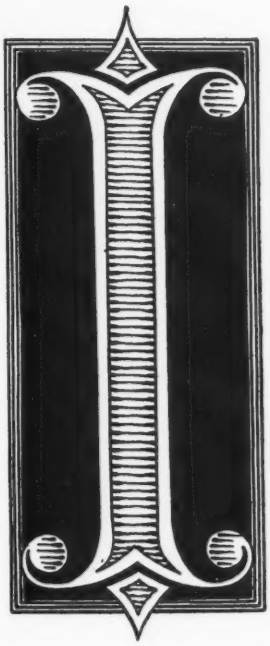
Today's Chronicle believes that it is a specific function of the newspaper to interpret news. The anniversary edition has been prepared with this function in mind and with the assistance of every department under the jurisdiction of Managing Editor William D. Chandler.

Presentation of history as the perspective to explain San Francisco as it is today rather than the mere chronicling of the past has been the aim of the anniversary edition. John T. Wallace has had charge of the production and editing of the special edition copy.

Character, Not Statistics

"The objective has been to tell the character of the city rather than to give statistics," Mr. Wallace said, in explaining the edition's program. Topics range from Chinatown's housing problem to Rollo's adventures at the zoo."

Actual celebration of the anniversary was preceded by a series of special radio broadcasts. This was followed Friday night by a two and a half-hour "Jubilee Show" in the Civic Auditorium. The show was broadcast by radio stations KGO and KPO for two hours. Bill Bennett, Chronicle public relations director, handled the show arrangements for the Chronicle.



I AM the Magic Carpet of Markets, covering with microscopic fidelity 1,510 cities and towns throughout the United States and Canada: analyzing their potentialities of buying power and their possibilities as merchandise outlets. I hold within my pages the *Last Word*, statistically.

I AM the Census-Taker of Populations—big and little; rural and trading areas. I cover more ground than would be possible even by the most efficient and widely-traveled individual department.

I AM a searcher-out of surrounding villages of every focal point . . . a wise judge of business sections, retail outlets. No significant wholesale outlet is unknown to me. I know the number of stores, home-owners, dwellings, banks, bank deposits, financial resources and debits of all my vast territorial coverage.

I AM a shrewdly competent judge of the character of population and localized earning capacity, buying power. I put you in instant touch with the physical equipment of these markets — their transportation facilities, air ports, bus lines, interlocking railway systems, national highway arteries.

I AM an index of industrial activities, pay-roll income; farm resources, number of employees in all branches of production. I give you the pulse-beat of all newspapers, their number—morning, afternoon, Sunday.

I AM, as a consequence, one of the most vitally alive and important contributions to practical progress ever put between covers, used *continuously* by Advertisers, Sales Staffs, Advertising Agencies, Research Executives and, of course, business and newspaper executives.

I AM a definitely indispensable ADVERTISING MEDIUM, in alert service for an entire year.

I AM EDITOR & PUBLISHER MARKET GUIDE FOR 1940.

WITH APOLOGIES to "I AM THE NEWSPAPER"

Muskegon, Mich. Claims Oldest Active Journalist

92-Year-Old I. Ransom Sanford Reads Proof on The Observer, Weekly

Muskegon Mich., can boast of housing the oldest living active newspaperman in the United States; I. Ransom Sanford, who at the age of 92, is still reading proof for the *Muskegon Observer*, weekly, and occasionally writes an article for this publication.

I. Ransom Sanford

A chance poem he wrote 71 years ago while on a visit home in Muskegon from New York City, brought him into the newspaper profession; an occupation which, incidentally, has stood him in good stead ever since.

Got Copies of His Poem

The poem was written for the *Muskegon News-Reporter*. Like most budding authors, he wanted to get extra copies of his work from the paper and, so the story goes, as he left the News-Recorder office with the papers tucked under his arm, an acquaintance stopped him and said: "I'm glad to hear that you're going to revive the old *Muskegon Telegram*."

That was the first Sanford had heard of this and it set him thinking. Coincidence then stepped in in the form of a printer who stopped and asked him for the job of foreman in his plant.

This was Sanford's cue to ask questions and to discover the source of the story of his publishing effort. He remembered that his father, Samuel Sanford, a druggist, was the principal owner of the defunct Telegram. The more Sanford, Jr., thought about it, the more it semed to him a shame to let this capital go to waste, so he dropped all other plans and became a publisher.

First Daily in City

A few months after the Telegram was revived, a fire wrecked the plant. Sanford's father bought a Potter press, believed to be the first cylinder press ever used in that part of Michigan. The name of the paper was changed to the *Muskegon Enterprise* and Sanford decided to make it into a daily. However, after one month, during which he found he was losing money, he put the paper back on a weekly basis and two years later sold the business. This 6-column folio Muskegon Enterprise was the city's first daily paper.

Sanford claims to have been the first roving reporter. He is the oldest living native in Kent County, having been born in July, 1847, in Grand Rapids.

From Muskegon, after the sale of the paper, Sanford went to Milwaukee and joined the *Milwaukee Monthly Magazine*. He became a roving reporter covering Southern Wisconsin and Northern Illinois for the magazine. After a year he became circulation manager for the old *Grand Rapids Times*, then became editor, and later telegraph editor of the *Grand Rapids Democrat*. Two years later, with Norman Fuller, he founded the *Valley City Enterprise*, a weekly, and in 1875 went to Chicago as a reporter for the *Daily Courier*. The paper collapsed a year later and Sanford joined the staff of Mark M. Pomeroy's paper, the *Democrat*.

Pomeroy was the founder of the Greenback Party, and soon Sanford found himself organizing Greenback clubs and taking subscriptions for the paper on the road.

The Greenbacks needed their own paper, so Sanford started the *People's Champion* in 1877 in Fond du Lac, Wis. By 1880 he was back in Chicago with the *Chicago Shoe & Leather Review*. Going east on that job, he worked on the *New York Evening Journal* and the *New York World*.

In 1914, he returned to Muskegon and became a contributor to local papers. He has acted as editor of the Muskegon Observer a number of times since then and reads proof on the paper every Thursday.

Five Members of Brunson Family In Journalism

Three Generations of Florence, S. C., Family Have Been on Newspapers

For three generations the Brunsons of Florence, S. C., have been definitely connected with newspaper work. Today all five members of the family of Mason C. Brunson, Sr., president of the South Carolina Press Association, are engaged in one way or another with activities of the Fourth Estate.

M. C. Brunson, Sr.

Mr. Brunson is editor of the *Florence* (S. C.) *Morning News*. His wife, Mrs. Julie McCallman Brunson has been correspondent for the *Columbia* (S. C.) *State* and the *Charleston News & Courier* for 25 years. The eldest son, William A. Brunson, 3rd is on the copy desk of the *Baltimore Evening Sun*. Mason C. Brunson, Jr., is with the Baltimore bureau of the Associated Press. And Jean Brunson, the daughter, is now studying journalism at the University of South Carolina and is on the staff of the *Gamecock* and the *Carolinian*, college publications.

The lure for newspaper work in the Brunson family dates back to 1866 when William Alexander Brunson, the elder Mason's father, became one of the two editors on the old *Florence Gazette*. The founding of this paper was the first newspaper venture in Florence.

In the fall of 1876, after the Gazette's demise, the *Florence Times* was organized with Mr. Brunson again as editor. This later became the *Florence Daily Times*. Among its editors was Harry A. Brunson, Mason's brother.

After graduating from the University of South Carolina, Mason Chandler Brunson, Sr., began his newspaper career on the Daily Times, working hand in hand with his father and brother. That was in 1899. He remained on the paper until 1902 and then went to Durham, N. C., to work with the American Tobacco Company.

But the smell of printers ink was in his nose and the inherited urge to write in his blood, and so after two years with the tobacco concern he went back to his first love—the press. This time he joined the staff of the Charleston News and Courier, and during the same year (1904) became a member of the South Carolina Press Association of which he is now president.

Mr. Brunson's first duties with the News and Courier was as traveling representative and special correspondent. Then, in January, 1907, he was promoted to circulation manager, and in March, 1912, was made business manager.

Bought Into Daily

In April, 1914, Mr. Brunson bought an interest in the Florence Daily Times, and returned to his home town to play a part in the development of the newspaper. Three years later he became editor of the daily. In March, 1925, the Daily Times merged with the Florence Morning News, and Mr. Brunson was made associate editor. Then, in 1926, he advanced to the editorship of the Morning News, and since that time has held the post.

The Florence Morning News, of which J. M. O'Dowd and J. B. Parnell are now publishers, has become one of the best known newspapers in South Carolina under the editorial guidance of Mason Chandler Brunson, Sr.

William A. Brunson, 3rd, the eldest son, graduated from the school of journalism at the University of South Carolina. Before going with the Baltimore Evening Sun, he was a reporter on the News and Courier and later on the *Columbia Record*. Mason C. Brunson, Jr. is also a graduate of the University's school of journalism. Prior to the time he became connected with the Associated Press, he also was a reporter on the Record.

Ed L. Keen, United Press vice-president for Europe, at left, and James I. Miller, vice-president for South America, right, flank Hugh Baillie, president, in the U.P.'s offices this week in New York where foreign news coverage plans for 1940 were discussed by the three U.P. executives. Keen and Miller, stationed in Paris and Buenos Aires, are on their annual visit to U.P. headquarters.

McDonald Heads New Chattanooga Paper

Beginning with the Sunday, Jan. 2 issue, the *Chattanooga* (Tenn.) *Free Press* started publishing under name of the *Chattanooga News-Free Press*.

The Free Press bought the assets of the News last week. The News suspended Dec. 16.

Announcement was made that incorporation papers had been filed and a charter issued to the News-Free Press Company. The charter authorized issuance of 5,000 shares of preferred with $100 par value, and 5,000 of common of no par value, but with a stated value of $1 per share.

The official announcement said officers of company will be: Roy McDonald, president; Everett Allen, treasurer; Reid F. Moore, son-in-law of Mrs. Abby Crawford Milton, vice president and Sam J. McAllester, attorney, secretary.

An accountant's report listed operating losses of the Chattanooga News Company as follows: calendar year 1937, $12,185.50; calendar year 1938 $44,162.59, and for January and February, 1939 at $5,932.31; the Chattanooga News, Inc. (organized as a leasing company), for ten months period from March 1, 1939, to Dec. 31, 1939 at $33,937.05.

Newark Gives Dinner For Harry Auth

A tribute unusual in the experience of newspapermen was enjoyed Jan. 17 by Harry J. Auth, who was business manager of the *Newark* (N. J.) *Star-Eagle* until its recent consolidation with the *Newark Ledger*. Mr. Auth was the guest of honor at a dinner, arranged by his friends and former competitors in Newark. The *Newark Evening News* issued a special edition for distribution at the dinner, the front page of which carried a three-column cut of the honored guest, with appreciative article by Edward F. Bataille, editor of the *Newark Sunday Call*, John P. Coakley, staff writer of the Newark News and Willard E. Bowman, executive editor of the *Star-Eagle* from 1922 to 1939. In charge of arrangements was Benjamin J. Foley, general manager of the News.

Chicago Guild Appeals Fine

The Chicago Newspaper Guild has submitted an appeal to the Illinois State Supreme Court in connection with the $500 fine assessed against the guild for violation of the picketing injunction granted to the *Chicago Herald-American* by Superior Judge John J. Lupe. The fine was levied last September against Hearst union strikers. Guild attorneys claim the guild was not given adequate opportunity to prepare for trial.

Meanwhile, Master-in-Chancery Benjamin E. Cohen last week recommended to Judge Lupe that he find the Chicago and American Newspaper Guilds guilty of a second violation of the injunction. Exceptions to the report will be heard by Master Cohen Jan. 27, the final decision resting with Judge Lupe.

SCHEDULES RESUMED

The Bombay office of the J. Walter Thompson Company announces that 11 of the 13 clients who cancelled their advertising at the outbreak of the European war have resumed normal schedules for 1940. In addition, three Indian companies and several English firms have appointed the Bombay office their advertising agent.

HOW NEWSPAPER ADVERTISING WORKS

Each week an advertising classification will be analyzed in these columns. Since practically all advertising finally centers on a retail outlet, these studies should be of equal interest to national as well as local advertisers.

By FRANK E. FEHLMAN

No. 153. How Often Do Consumers Change from One Product to Another?

ALSO, HOW OFTEN do they stop buying at their favorite butcher shop, shoe store, drug store, coal yard, or furniture store and start buying at another store? What causes them to change? Is it because of poor service or high prices? Or is it because of a friend's suggestion, or a sale, or advertising? Or is it "Just because I like a change of store, or products," as many say, when questioned.

Habits, either good or bad, once taken on, are difficult to disestablish. As children we learn from our elders how to put on a coat, lace our shoes, tie a bow knot, comb our hair, wash our faces. Watch the average man put on a coat. Most of us slip the right sleeve on first, but when it comes to buttoning our vests, some of us start with the top button, some the bottom button, while others start with the middle button.

When we shave, most of us save the thin whiskers until last, they always seem to be the most stubborn; yet if we are using a fresh razor blade, we ought, logically, to start on our chin, while our blade is sharp. But we don't, we start where the barber starts, on the right side of our face.

But, when it comes to shaving creams, blades and razor handles, most of us are open to suggestions, a free trial offer, a new device—ready to try anything once, if the selling suggestion is strong enough.

Since more than 80% of all consumer goods are bought or selected by women, this outline of the problem "How often do consumers change from one product to another?" will be confined to women.

"How Often Do You Change?"

DURING THE PAST YEAR, we have, from time to time, aided in the preparation of consumer survey blanks and we have been privileged to see the final tabulations of over 10,000 filled in blanks.

These questionnaires covered several products, milk, flour, coal, fuel oil, gasoline, paper products and a health drink. When consumers arrive at this question—"How long have you used So & So products—a week, a month, or years?", most of them hesitate. Those who have used a product over a long period—say five years or more—usually know the exact number of years. Those who have switched to a new product during the previous six months usually know, but those who have used a product for from six months to five years, are not always sure of the exact time.

From a flour survey, of over 9,000 women in four income levels, we learned that more than 80% of all women interviewed had used a certain brand for one year or more. Forty-three women had used one brand for from 45 to 70 years. A total of 316 had used one brand from five to twenty years.

When asked—"Why do you prefer So & So flour?"—more than 60% said "Why, I have better luck with it." A sad commentary on the hundreds of scientific cook books published during the past 50 years, and what a shock to the miller who persists in telling us that his flour is the best "all-purpose flour" milled.

We have been told by several women, chefs, and a few flour salesmen that any one of a dozen top price flours will produce identical results, when used in the same recipe. These people tell us "Bake ten sponge cakes, using identical ingredients with the exception of the flour. Use a different flour in each (but each flour priced the same) and no one alive can tell which flour was used in which cake."

Let a woman have a few "bad luck" bakings, and the chances are all in favor of her trying a new flour—a new baking powder. Yet, the cause of her bad luck might be an over-extended phone talk with a friend, or an incorrect oven temperature.

Does Advertising Cause Changes?

THE RECORDS are fairly clear on this issue. If advertising didn't cause people to change, most of our better families would still be using Pear's Soap, Sapolio or Sunny Jim breakfast food.

Constantly we hear this question raised by local newspaper salesmen: "How long before the advertiser will see results? How can we keep an advertiser sold on three ads a week for a solid year?"

If we knew the answer, the war, rising income taxes, and a hundred and one other problems would be of little consequence. But the answer can be found, if we are willing to start at scratch and get from consumers a cross-section of their own experiences with products and stores.

In Philadelphia a small umbrella store has run for 147 weeks, once a week in a weekly suburban paper, a three-inch ad showing an opened umbrella with rain splashing at the sides. Same copy—same words—same address—same phone number—a total of 147 repetitions of the same copy for almost three years.

Either the store owner is a little "off" or the ad is pretty good—otherwise he would not have continued to run the same ad for three years.

Here is what this advertiser told a solicitor. "Every week I see from two to five new faces in my store—new prospects who want some repairs made or who are looking for a new umbrella. This goes on *every week of the year*. My ad is just as important as my insurance policies."

When a skating rink in a small Ohio city decided to run three 42-line ads a week, the owner asked the old question, "When will I see results?" The solicitor shook his head and said, "I hope soon—but no one can tell whether your copy is right. If you'll stick to this continuous schedule, three ads a week for 90 days, you should have the answer."

And he did have the answer—a 40% increase in paid admissions at the end of three months. Yes, advertising will cause people to change from one product to another, from one store to another. But, it's a slow, constant pulling operation, not black magic, unless you offer standard merchandise at really cut prices. Of course, no store can run sales every day, yet thousands of retailers are constantly trying to win people by using a combination of specially priced items and constructive, informative advertising. The two don't mix—the retailer is led astray—and we have, after a few weeks, another disgruntled advertiser who blames the paper for not "getting results."

"What's the Total Volume?"

IN DISCUSSING this subject with a hosiery store owner recently, we asked this question, "What's the total volume of hosiery sold in your city each year?"

Like most retailers he had no idea of the amount but he was quite sure that the average woman bought and wore out, at least three pairs of silk, chiffon or rayon hosiery each month. The average annual consumption was, therefore, 36 pairs per woman.

In almost any city one-half of the population are females and 67% of all females are over 15 years of age. The city above mentioned has 110,000 persons. Over half of them, or 55,000 are females. Sixty-seven per cent of 55,000 gives us 36,850 females—prospects for hosiery. Multiply 36,850 by 36 and we have a total sales potential of 1,326,600 pairs per year.

The store owner told us he did $22,000 worth of hosiery business in 1938. And he guessed that the average price per pair in his store was 65c. Divide $22,000 by 65c and we have his percentage of the total yearly sales of all hosiery—33,846 pairs, which is 2½% of 1,326,000.

Hosiery is a fast "turn-over" item. Dozens, hundreds, and in our larger cities, thousands of shops and stores sell hosiery as a side-line. Almost nowhere can one today find an *exclusive* hosiery store. So-called hosiery stores sell brassieres, corsets, waists, blouses, hats and dresses.

The store owner who decides to concentrate on hosiery—to make it the dominant line in his shop and who also seeks to build up a reputation as *the* hosiery store in his city or neighborhood, can't rely on low prices altogether; yet thousands of hosiery shop owners are today of the belief that price and price alone will attract women.

Many of the hosiery store owners we have talked to say, "The low prices get them in—we expect our sales women to switch a high percentage of our trade to the better qualities, selling at from 79c to $1.15."

Now, what does the average woman do when some aggressive sales girl starts a "switch sales talk?" Some are sold but the majority of them rebel, look at a few pairs, and leave. This performance goes on in every town and city in the United States hour after hour—year after year.

The average woman knows what she can afford to spend on her hosiery. She knows a lot about wearing qualities, colors, what happens after five or six washings of her hose. Why try to high-pressure her into buying what she does not want?

Dozens of other sales potential figures can be arrived at by the same simple procedure just outlined. Once we have an outside sales potential figure, and the total sales of a given store, we can help our prospect to lay out an advertising campaign that will aid him to more quickly switch women from one item to another, from one store to another.

Basis of "Switch Campaign"

REGARDLESS of the store or merchandise being studied, we must always remember that getting people to change their buying habits is not done in five minutes. It's a month-in-and-month-out task. It requires patience, and values, better store service than competitors, and certainly, a style of advertising that is different from competitors. If we were to plan a hosiery campaign we would want to be sure that the store owner had instructed his clerks against high pressure switching.

We would want to be sure that his hosiery at various price levels was as good, if not better, than any competitor in the town.

We would want to be sure that he had at least one really top, standard, nationally advertised line. And, lastly, we would want to be sure that he never gave us anything but facts about the various lines at different price levels that were to be advertised.

Seeks Higher Taxes for Cheap Hunting License

Montgomery, Md., County Commissioners recently conducting hearings on a proposed reassessment heard a novel request from Robert C. Albright, political feature writer for the *Washington Post*. Albright asked that the valuation on his hunting shack be increased from $450 to $501, a change which would raise his taxes 75 cents a year. With hundreds of petitions for lower assessments before them, the Commissioners inquired as to the purpose of this unusual request. The newspaperman reminded that owners of property valued at less than $500 are required to take non-resident hunters' licenses at a fee of $15.50, whereas persons holding property taxable at $500 or more may have a resident's hunting license for $1.25—a net saving of $13.50 for Albright, if his plea is successful.

AN EDITOR AND PUBLISHER FILE

These Binders, designed for this specific use, come in sets of two, and together safeguard a year's issues compactly, handily. Single Binders, $4.00; the set, $7.50. They're attractive, durable, sturdy. Issues can be inserted *easily*. Actually, they are invaluable "Office Files." It isn't easy to *keep* 52 issues of EDITOR & PUBLISHER otherwise—someone is always clipping, cutting or borrowing them. So sure are we that you'll approve of the idea, the Binders will be *sent on approval*.

At the end of each six months, add the Editor & Publisher Index which gives quick reference to any desired item.

EDITOR & PUBLISHER

Times Bldg. Times Square New York

Circulation Rates Of 110 Dailies Raised in 1939

ANPA Survey Reveals 304 Increases in 2 Years, Majority Successfully

Three hundred and four daily newspapers have increased their circulation rates in one or more classifications in the last two years, according to a Bulletin released this week by the American Newspaper Publishers Association.

The ANPA survey just completed revealed that of 1,088 replies received 110 newspapers reported having made increases during 1939. In September, 1938, the ANPA reported that out of 913 newspapers reporting at that time, 194 newspapers had made rate increases that year.

"Some interesting data are revealed in the reports from newspapers as to the loss resulting from the increases made," the Bulletin states. "Only one newspaper reports a loss of as high as 25% and a part of this circulation loss was made up within two months after the rate went into effect.

Some Increases

"One newspaper reported a loss of 23%, with a subsequent recovery of all circulation lost and a substantial increase over the previous high. Three newspapers suffered a loss of 20%; 18 a loss ranging from 10% to 15%; seven a loss of 5% or slightly more; 15 report that their circulation loss was less than 5%; and 17 that no loss whatever resulted.

"Six newspapers reported that all the circulation lost following the increased rates had been regained; 29 that a portion of the loss had been regained; and 28 that increases in circulation had followed after the rates were increased.

"One newspaper with a circulation of slightly less than 2,000 reported that as a result of a thorough overhauling of the circulation structure and increasing rates in certain classification, it had received additional revenue of $2,000 during the year 1939. One newspaper reported a 4% net increase in cash receipts following the increase in rates."

The ANPA Bulletin listed according to states the newspapers that raised their rates during the last year.

■

COLLINS SEES UPSWING

In New Orleans, on a pleasure trip, Kenneth Collins, assistant to the general manager of the *New York Times*, said that general advertising is on the "upswing." He believes a number of important companies are coming back to more aggressive newspaper ad campaigns, including some that have been using other advertising media. Mrs. Collins is with him on his New Orleans visit.

■

N. U. J. HITS CENSORSHIP

The National Union of Journalists criticized the British war censorship in London Jan. 20 and protested against "unfair competition" with the press by the British Broadcasting Corporation, which is a government-controlled radio monopoly. "Rumor has gone undefeated and enemy propaganda unchallenged because the press has so often been deprived of its initiative and prevented from exercising its will to serve the national cause by full and accurate reporting," a union resolution said.

CLASSIFIED RATES

"SITUATIONS WANTED"
(Cash with Order)
1 time — .50 per line
4 times — .40 per line

"HELP WANTED"
(Cash with Order)
1 time — .90 per line
2 times — .80 per line
4 times — .70 per line

"BUSINESS OPPORTUNITIES"
(Cash with Order)
1 time — .90 per line
4 times — .70 per line

OTHER CLASSIFICATIONS
(Cash with Order)
1 time — .90 per line
4 times — .70 per line

Count five words to line, box number to be counted as three words. Minimum space, three lines. References required with "Business Opportunities" and other ads involving sale of property or goods.

FORMS CLOSE THURS. NOON

A four times "Situation Wanted" ad carries with it a six-month registration in the Personnel Service. Applicants are registered only in this manner.

Service Supplies
—FOR—
Newspapers, Periodicals
Advertising Agencies
National Advertisers

Circulation Promotion

See our ad on page 183 in the Year Book. Hudson DePriest & Associates, World's Record Circulation Builders, 246 5th Ave., N. Y. C.

"NEWSBOYS' WORLD" Magazine 50c each or 3 for $1.00 (postage incl.) Pinkey Cricksman, c/o Register & Tribune, Des Moines, Iowa.

Successful subscription contests for over 30 years. CHARLES PARTLOWE CO., Occidental Building, Indianapolis.

Direct-Mail Services

Our Process Letters are taken for personal communications. Try us. Complete mailing service. Perfect Letter Co., 30 E. 21st St., N. Y. C.

Newspaper Refinancing

We are prepared to refinance certain dailies at 4½%. Such a loan makes it easier to sell or to operate.

MURRAY E. HILL & ASSOCIATES
Nashville Tennessee

Newspaper Survey Service

ASSOCIATED NEWSPAPER CONSULTANTS
509 Fifth Avenue, New York

Proven, modern method instituted in all departments from National Advertising to Home Delivery

There is no substitute for experience

(Due to a typographical error, this ad has appeared several times carrying the title, Associated Newspaper "Engineers.")

Public Notice

Your printing needs pictures to be interesting, and "bring home the bacon." Newest process eliminates costly cuts!! 500 copies (8½x11") $2.63; add'l 100s 22c. Any size. Request samples. Laurel Process, 480 Canal St., N. Y. C. WAlker 5-0526.

NEWSPAPERS BOUGHT AND SOLD

Properties listed below are offered either by the publishers themselves or by the more reliable brokers in the field.

Newspapers For Sale

NEWSPAPER AND JOB SHOP FOR SALE

Because of the extended and critical illness of the manager of one of the best weekly newspaper plants in Florida, the property is for sale by the owner who has other interests.

The present manager has been in charge since 1928 and the business was started by the present owner in 1925. It has consistently shown good profits and is one of the best equipped shops for newspaper and magazine publishing and for all kinds of commercial printing. It is the only paper in a city of 9,000.

This is not a forced sale and the buyer must have mostly cash. Some good newspaper man will find this the chance of a lifetime to grow with a live and prosperous city and it is a rare opportunity. Communicate with:

Newspaper Appraisal Corp'n.
Times Building New York, N. Y.

FOR SALE:
Nineteen-year-old community weekly and job business

$45,000 equipment; $10,000 new, including second, No. 14 in past 60 days, paid for cash in full. Specially built building, on long-time lease, or will sell for $12,000 additional to business. $35,000 half cash, balance over long term of years—5 per cent. City 18,000 adjoins city of 50,000. Booming industrial area in Michigan, 175 miles from Chicago on Lake Michigan. Field wants shopper weekly, twice weekly or daily. $10,000 business in past three months, with business on the jump now. Owner since 1921, now 58 and must retire. Clean quick deal to right man.

Box 9950, Editor & Publisher

Exclusive daily in mid-western city of ten thousand population can be bought for fifteen thousand dollars down payment. Fine field for development. Box 9978, Editor & Publisher.

NEWSPAPERS IN CALIFORNIA

Afternoon daily in exclusive field requiring $35,000 down payment.

Weekly, average annual gross $13,000. Price $12,500. One-half cash.

M. C. Moore, NEWSPAPER BROKER, Beverly Hills, California.

California weekly—50 years old; grossing over $12,000; $5,000 cash; balance terms. A. W. Stypes, Mills Bldg., San Francisco.

Newspaper Brokers

This firm has "repeated" with every important principal we have represented where further transactions were made by them. Harwell & Fell, Birmingham, Ala.

Capable handling, buying, selling, mergers. No leases or trades. Highest references. LEN FEIGHNER AGENCY, Nashville, Mich.

Confidential consultation and negotiations with publishers willing to sell and with principals desiring to buy newspapers. NEWSPAPERS APPRAISAL CORP'N. 1707 Times Bldg. New York

Newspapers Wanted

$10,000 CASH AND CLEAR CALIFORNIA weekly averaging $4,000 net offered by experienced publisher as down payment on western daily in adequate field. Replies confidential. Write Box 9985, Editor & Publisher.

Want to buy best small daily $6,000 to $8,000 cash payment will handle. Box 9984, Editor & Publisher.

Wanted—Florida or North Carolina daily or weekly in good field. Give details. Box 9991, Editor & Publisher.

Business Opportunities

WANTED:

Financial backing for proposed tabloid daily newspaper in industrial city of 125,000 in Pennsylvania. Write Box 9930, Editor & Publisher.

Wanted: capable, sober newspaper man, with Eight or Ten Thousand dollars join experienced man establishing second daily in Southern city 40,000. Rare opportunity. Write for details. References. Box 9987, Editor & Publisher.

Situations Wanted Administrative

Able successful operator, expert all departments. Recently completed important re-organization seeks another sick one or permanent job as backstop to busy executive of a large or medium-sized paper where general knowledge and ability to make economies, friends, circulation, advertising increases and profits will provide good future. University graduate. Internationally known references include journalistic leaders. Box 9992, Editor & Publisher.

BUSINESS MANAGER

Newspaper executive experienced in all departments seeks position as Business Manager. Conservative substantial personality that promotes confidence.

Capable of supervising advertising and circulation, and assuming responsibility for revenue increases in these departments. Best possible references. Will visit property for interview at own expense.

Box 9953 Editor & Publisher

Exceptional young man, 27, desires to invest $5,000 and services as assistant general manager or publisher's assistant on smart daily whose publisher has in mind retirement within the next two years. Box 9959, Editor & Publisher.

Experienced manager wants larger field. Now managing small daily, which is making profit for first time. Knows how to increase advertising and circulation. Best references. Box 9971, Editor & Publisher.

Experienced newspaper advertising manager, now with AAAA advertising agency, wants to locate with daily newspaper as business or advertising manager. North western states preferred. Have comprehensive working knowledge of all newspaper departments. Right place more important than quick action. No liquor, married, good mixer. References. If you need a competent, alert, resourceful and dependable man who will work 100% for your interest. Write or wire

C. E. Brace
1151 Pillmore Street, Denver, Colorado

Experienced newspaper executive—editorial and business—seeks connection in newspaper or public relations work. Successful record. Box 9825, Editor & Publisher.

SECRETARY-ASSISTANT

Young lady. Ten years' experience secretary to General Manager two metropolitan dailies. Good at figures, advertising detail. Accustomed responsibility. Good background.

Box 9858, Editor & Publisher

Want to help progressive publisher revitalize, modernize lagging daily 40-100,000 city. Proven ability, sound ideas. Small salary, bonus based on earnings. Now executive Metropolitan daily, prefer native environment. Box 9981, Editor & Publisher.

Situations Wanted Advertising

A No. 1 Advertising Man wants position as business or advertising manager of daily newspaper in 10,000 to 50,000 city. White, gentile, single, 40 years old. Twenty-one years experience covers executive duties, buying, credits, local, national, classified. References. No liquor. Will train new men and awaken present staff. Will come on salary plus bonus or increase basis. Any locality acceptable.

Mr. Publisher, if you were disappointed in the net for 1939, here is the chance to do something about 1940. Box 9954, Editor & Publisher.

Advertising Solicitor — Fifteen years' experience regular display and special. Energetic, copy writer, reliable. Box 9855, Editor & Publisher.

Advertising Space Salesman now employed wishes to make change. Six years' experience—local, national. Single, age 2[illegible]. Box 9977, Editor & Publisher.

Copywriter, smart women's angle; newspaper and agency experience; city, country. Box 9852, Editor & Publisher.

I'm not a hack. Ad manager small daily 7 years layout, selling experience, want change. Conscientious, creative, loyal. Excellent productive record. Married. Box 9965, Editor & Publisher.

Newspaper Advertising Man — 24; [illegible] years' sales, copy experience also reporting. Travel anywhere. Box 9[illegible] Editor & Publisher.

Newswoman, executive, interested in promotion. Excellent experience women's features, social. Assignments through make up. References. Box 9963, Editor & Publisher.

Promotion man, varied experience in classified, circulation, market, and editorial. Nine years' advertising experience. Box 9872, Editor & Publisher.

SPECIAL EDITIONS
Historical—Special Events

Ethical selling brings results—permits repeats. National and State prizes for [illegible] years. Available late in March. References. Box 9890, Editor & Publisher.

Successful business-builder converts technical knowledge into liason work providing new friends and linage. Seeks post aside to General or Advertising Manager. Box 9990, Editor & Publisher.

Situations Wanted
Advertising (Cont'd)

Telephone Supervisor (female) 13 years' experience, producer, excellent background, now employed, prefer southern state. Box 9811, Editor & Publisher.

Young Advertising Manager; eighteen years' experience includes two outstanding newspapers, advertising agency and advertising manager for well-known food company. East Coast preferred. Box 9869, Editor & Publisher.

Situations Wanted
Circulation

Administrative, Circulation-Builder
Can bring to a promoted Circulation Manager a complete knowledge of all newspaper departments plus Circulation-building ideas. University graduate. Box 9988, Editor & Publisher.

Circulation Manager—Circulation to 20,000. Twelve years' experience large, small papers. Married. Steady, honest, sober; hard worker, sound promoter. Excellent boy, department organizer. Fine references. Now employed. Desires opportunity. Reasonable salary. Box 9980, Editor & Publisher.

Circulation Manager: A young American, 32. Circulation and goodwill builder. Thoroughly trained, and experienced for 10 years, in all phases of circulation. Expert in Boy Promotion, economic management and original ideas. Prefer 2nd paper. Will locate anywhere. Box 9868, Editor & Publisher.

Circulation Supervisor, 29. Nine years Home Delivery, Country, City. East preferred. Now available. Box 9962, Editor & Publisher.

Situations Wanted
Editorial

Able administrator, circulation - building ideas seeks post as assistant to editor or owner. Widely travelled, civic leader, university graduate. Box 9983, Editor & Publisher.

Able Artist, trained, experienced on newspapers, wants permanent position. You name salary. L. S. Thomas, 308 Harvard Street, Cambridge, Massachusetts.

Able, young, college man; Christian, 22; seek opportunity to develop on daily or weekly, New York City or New Jersey vicinity; some experience. Box 9814, Editor & Publisher.

Alert, industrious reporter-deskman, 31. Ten yrs. experience small dailies and weeklies. Make an offer! Box 9807, Editor & Publisher.

All Around Reporter: Columns, features, civic promotional ideas; no job too tough. Age 36, Married. Box 9808, Editor & Publisher.

Cameraman—27, Fast, versatile workman. Excellent picture judgment. Top references. Wide experience. Now available. Box 9876, Editor & Publisher.

College graduate, experienced, 28. Has been reporter, rewrite man, radio newscaster. Shorthand. Go anywhere on daily or weekly. References. Box 9956, Editor & Publisher.

Competent young reporter, 1½ years all beats and desk small daily, wants larger opportunity. University graduate, 24, single, now employed. Excellent references. Box 9834, Editor & Publisher.

Copy or Office Boy—I'll go anywhere for opportunity to advance in editorial or advertising work. I'm 28, single, Catholic, college educated; have experience (since 1928) in newspaper reporting and feature writing, radio news processing, minor publicity and advertising. Arthur W. Dellers, 7215 Oak Ave., River Forest, Ill.

If Looking For

A JOB

In Any of These Fields:
Advertising — Management
Circulation — Mechanical
Editorial — Publicity

Utilize These Services

1. Draft a four time ad setting forth your qualifications and send it to us with payment. (Count five words to the line; 40c per line, per issue). For a month, your message will reach prospective employers. Many have been placed directly in this manner.
2. Fill out completely the Personnel application that will be sent you upon receipt of ad. This will be kept in our files for six months. It will make your record available to the publishers and executives calling upon us constantly for employees. Your confidence respected.
3. Better act now to catch our deadline of next Thursday.

PERSONNEL SERVICE
Editor & Publisher
1700 Times Bldg.
Times Sq. N. Y. C.

Situations Wanted
Editorial (Cont'd)

Desk, street, makeup, publicity, radio. Real experience, fine references — the man you need. Box 9821, Editor & Publisher.

Editor-Reporter, news or sports. Five years experience A-1 daily. Young, single. Camera. References. Box 9961, Editor & Publisher.

Editor — Telegraph, makeup, copyreader; also rewrite. Handle sports. Long experience. Unquestionable references. Married. Box 9955, Editor & Publisher.

Editor: young. Circulation builder for fan, class magazines. Complete production experience; sparkling writer. Box 9974, Editor & Publisher.

Editor, 36, experienced all departments, wants to locate in smaller city. Now on Metropolitan daily. Want to get back into editorial and willing to take temporary wage loss. Knows front, back shops. Take leave from present position to insure connection is mutually satisfactory. Prefer Pacific coast, consider anywhere. Box 9976, Editor & Publisher.

Editorial—Rewrite, feature writing, news reporting, editing and technical experience. College graduate, 24; want New York connection on newspaper, magazine. Box 9818, Editor & Publisher.

Editorial Assistant; 20; thorough grounding country weekly; no job too humble; modest wage; excellent references. Box 9923, Editor & Publisher.

Editorial Writer—Local specialist, record of triumph, will show you how to make your editorial page a positive asset. Box 9805, Editor & Publisher.

Experienced reporter, photographer seeks combination job. College graduate. Fully equipped. Box 9875, Editor & Publisher.

Farm Editor, Rural Promotion
Twelve years on weeklies, dailies, four as farm editor daily, some magazine experience. Farm boy, University graduate with agricultural, journalism education. Have managed farm. Can cooperate circulation, advertising departments. Best of references. Now employed—available on notice. Box 9883, Editor & Publisher.

Fast, accurate, experienced re-write man, copyreader, who churns out vivid, descriptive copy and headlines on deadlines. Box 9820, Editor & Publisher.

Journalism graduate—21, also art training. Seeking opportunity with small daily. Editorial or advertising department. Salary and location open. Box 9952, Editor & Publisher.

Mature, experienced versatile writer, editor, business manager seeks position or partnership—Metropolitan area. Box 9853, Editor & Publisher.

News-Editor, Copy-Reader. Six years in slot big dailies; strong on makeup; married, 38, sober, university education. Christian. Box 9973, Editor & Publisher.

News Executive from up through ranks. Expert knowledge typography, pictures, how to cut costs. Educated in law. Will go anywhere, prefer South. Box 9854, Editor & Publisher.

Newsman—ten years' experience all beats, city desk; now on temporary daily job. References include present employer. J. R. Gross, Frazeysburg, Ohio.

Newsman with metropolitan, small city experience. 27. Married. University Graduate. Now working. Seeking reportorial or desk position on small city daily. Box 9810, Editor & Publisher.

Newsman, 26, employed, University graduate, ten years' experience, seeks larger daily connection. Box 9785, Editor & Publisher.

Newsman, 32, eight years' experience Connecticut and Washington, D. C. Job in Washington or vicinity preferred. Box 9874, Editor & Publisher.

Photographer—eight years' newspaper experience; last four years chief photographer Metropolitan chain. Single, 27; locate anywhere. Own complete equipment; also studio and magazine experience. Have car. Box 9862, Editor & Publisher.

Publicity-Public Relations—Commercial, institutional, educational. M.A. degree; newspaper, publicity background. Married; age, 29. Box 9860, Editor & Publisher.

Reporter, 23, college M.A., experienced; seeks sports, drama, general reporting job anywhere. Box 9921, Editor & Publisher.

Reporter, 23, single, college. Working small daily. General reporting desired. West preferred. Employer references. Box 9917, Editor & Publisher.

More Situations bottom next column

Shop at— THE EQUIPMENT MART —And Save

Used Equipment—New Equipment & Supplies—Private Sources, Dealers, Supply Houses

Composing Room Equipment For Sale

Buy Linotypes, Intertypes from practical machinists. Unequalled values. Large stock; all models on hand for quick turnover. Everything for the composing room. Linotype Maintenance Co., 237 Lafayette St., N. Y.

Guaranteed Rebuilt Linotypes & Intertypes
See HOOD-FALCO CORP. First
225 Varick Street New York, N. Y.

LINOTYPES—INTERTYPES—LUDLOWS
Craftsmen, 307 Atlantic Ave., Boston

Linotype Machines Are Rebuilt much more economically thru our specialized service. Modernization possible, only thru STAR improved parts. Ask for details. Linotype Parts Co., 203 Lafayette St., New York City.

LINOTYPE, INTERTYPE MACHINES
All models. Completely Rebuilt.
Linotype Supply Co.
335 Canal Street New York City

Model CSM 42-Pica Intertype, serial number over 10,000. Also rebuilt Linotypes and Intertypes of all models; Monotypes, Cylinder Presses, Job Presses, Automatics. We guarantee new machine performance. Payne & Walsh Corporation, 82 Beekman Street, New York.

Plane-O-Plate — Rotary precision shaver. Shaves all types of flat work including stereos, electros, base, etc., to exact type height for printing. Eliminates irregular plate levels. Saves time, work, improves quality. Two sizes, handles work up to full page. Get prices, details. Write MONOMELT Co., Dept. 1, Minneapolis, Minnesota.

Mechanical Equipment For Sale

All sizes cylinder presses, job presses, Kelly presses, Kluge Units. John Thompson presses. Linotypes, Intertypes, complete plants bought and sold. GRAPHIC MACHINERY EXCHANGE, Inc., 30 West 24th Street, New York City.

EVERYTHING FOR THE PRINTER
Craftsmen, 307 Atlantic Ave., Boston

Mechanical Equipment Wanted

Wanted—Fonts, molds, magazines, motors, escapements, magazine cradles and other Linotype and Intertype parts and accessories. We buy, sell and trade. Tell us your needs. Montgomery & Bacon, Towanda, Penna.

Photo-Engraving Equipment For Sale

CHEMCO
Photo-Engraving Equipment
complete film plants
Chemco PhotoProducts Company
230 W. 41st Street New York City

Photo-engraving Equipment and Metals
E. T. SULLEBARGER CO.
110 Fulton St. 538 S. Clark St.
New York, N. Y. Chicago, Ill.

Press Room Equipment For Sale

Bargain—Scott 4 Units, double folder, $16,000 cash quick sale, 36,000-42,000 per hour, used little, 23 9/16", also 5 Units Hoe and Goss Presses, Wire conveyors, Pony Autoplate, etc. Box 9986, Editor & Publisher.

Modern Goss low-construction unit-type presses, arranged with underneath or end-roll feed. Available in 6-unit, double sextuple, octuple, sextuple, quadruple, or unit capacity. (22¾" cut-off). May be seen in operation. For further information, apply, R. HOE & COMPANY, INC., 910 East 138th St., New York City, N. Y.

COMMERCIAL & NEWSPAPER EQUIP.
Craftsmen, 307 Atlantic Ave., Boston

Modern Hoe straight line unit type balcony press consisting of eight units and substructure with two pairs of heavy duty folders and complementary equipment. Press is approximately ten years old and has had excellent care. (Sheet cutoff 21½ inches.)

Will sell as complete machine or will consider sale of two or more units to effect press capacity desired by purchaser. Box 9532, Editor & Publisher.

Situations Wanted
Editorial (Cont'd)

Reporter, 23, Yale B.A. Now editing trade journal. Want news job on daily—anywhere. Feature, re-write, copyreading experience. Box 9979, Editor & Publisher.

Reporter, 24, Yale A.B., economics; weekly experience. Now on Metropolitan daily. Go anywhere. $25.00 minimum. Box 9924, Editor & Publisher.

Reporter, 27, four years on weekly. Sports, re-write, news editor and features. Go anywhere. Box 9918, Editor & Publisher.

Reporter, 29, college, married, now employed leading daily desire opportunity editorial, publicity. Box 9929, Editor & Publisher.

University graduate, 26, seeks broader opportunity. Reporter four years topnotch small daily. Box 9968, Editor & Publisher.

Versatile girl reporter, 26. General news, features, editing. 2½ years experience. Secretarial ability. Journalism degree. Work on magazine or newspaper. Box 9922, Editor & Publisher.

Washington reporter, now correspondent for prominent trade publication, wants news berth with good daily or weekly. Box 9918, Editor & Publisher.

Writing job wanted. Anything—Anywhere. Prefer weekly paper. References. Box 9967, Editor & Publisher.

Yale Graduate Student, experience large daily copy-desk, newscasting—married, interested small daily, radio, promotion. Box 9970, Editor & Publisher.

Young man, 29, six years news experience, seeking editorial position medium-sized daily or weekly. Copy desk preferred. College graduate. Two years copy desk and reporting, Schenectady Gazette; two years editing and broadcasting UP news, WGY, Schenectady; one year covering New York Senate, UP, Albany; one year same capacity, AP, Albany. Also covered state appeals court. References and by-lined wire-service stories available. Also interested in work as advertising assistant small firm. Know typography, printing, photography. Box 9905, Editor & Publisher.

Young woman, some experience; woman's columns, society, college, industrious, ambitious, desires position Editorial staff Midwest newspaper daily. Box 9964, Editor & Publisher.

More Situations bottom next column

Situations Wanted
Mechanical

Combination Pressman-stereo; now employed; wants change. Prefer foreman's position. References available. Box 9884, Editor & Publisher.

Composing Room Foreman—maximum production, minimum cost. Handle men firmly, honestly, diplomatically. Daily, shopper, circular experience. Box 9975, Editor & Publisher.

Mr. Publisher—If your composing room needs re-organization in economy and production, you can employ a foreman who will do it. References. State pay. Box 9958, Editor & Publisher.

Photo-Engraver; desires connection with newspaper. Experienced in improved methods; quality; and economical production for newspaper and commercial engravings. References. Box 9910, Editor & Publisher.

PRESSROOM FOREMAN; UNION

Thoroughly experienced with all makes of presses. Capable of managing all mechanical departments. References available. Can come for personal interview Box 9920, Editor & Publisher.

Stereotyper, dependable working foreman, efficient, quick, economical. Wages secondary. Conservative member union. Now employed. Interview convincing. Confidential. Box 9972, Editor & Publisher.

NEWSPAPER PROPERTIES

Bought, Sold and Appraised

All negotiations confidential

Palmer, Suter & Palmer
350 Madison Ave. New York
Business Established in 1890

SHOP TALK AT THIRTY

By ARTHUR ROBB

News Behind a Crime Not Always Written

AFTER THIS PAGE had been written for last week's paper, we picked up a book that has been awaiting attention for several weeks. It is "Backgrounding the News," a careful study by Sidney Kobre, a Baltimore newspaperman, published by Twentieth Century Press, Baltimore.

Several years ago Mr. Kobre went deeply into the coverage of the attempt on President-elect Roosevelt's life at Miami, in 1933.

He found that the newspapers had carefully detailed stories on the crime itself, on the tragic consequences to Mayor Cermak, and on the eventual execution of Zangara.

Where most of them fell down, in Mr. Kobre's analysis, was in lack of attention to what made Zangara what he was and what made him act as he did. Over-emphasis, he thought, was given to the radical and anti-government views that the slayer expressed after his arrest; not enough to the fact that he was a physically and mentally sick man, had been before he was admitted to this country from Italy, and to the further fact that society, with all of its facilities, had no way of finding out what manner of man Zangara was until he became an assassin.

To Mr. Kobre's way of thinking, the question was not answered by editorials and cartoons advocating strict surveillance over aliens, or laws to control the possession of hand-guns. So long as society and the newspapers are indifferent to the fact that potential killers are among us—killers, because they can't afford to obtain medical aid for their ills, or don't know how to go about getting such aid—all the alien and gun laws on the books won't protect society from their aberrations.

That incident is reviewed again in this book. So also is the newspaper treatment of the famous "bob-haired bandit" case in 1923.

This young woman and her companion, who turned out to be her husband, figured in a dozen or so hold-ups in Brooklyn and the Bronx. Her victim in the first crime, a drug-store clerk, described her as having blond bobbed hair. That was a disguise which she didn't wear again, but the nick-name given her by the press at the start stuck. Then one day she fired a shot that grazed a by-stander and a pair of quick eyes picked up the number of the car in which the pair escaped. The police traced them to Florida by a letter directed to an address to which the automobile clue had led and within a week they were arrested and brought back to New York. Her baby, born five days before the police came, died at birth.

* * *

Reporters Were Outdone by Court Officer

THERE WAS a story which fitted all the human interest requirements of 17 years ago, or of today for that matter. A girl bandit, who took to crime so that she could have money to provide for her baby's birth! A "bob-haired" bandit, who ordinarily didn't hurt her victims. Mr. Kobre brings out that both police and newspapermen made haphazard efforts to find out her background, and did produce a number of facts which confused, rather than informed, readers who saw in this unusual criminal more than met the casual eye. They found out, for instance, that her husband had given up a job he had held satisfactorily for 12 years when the bandit career began. The girl herself had worked from her 15th to her 20th year, when she turned to robbery. She had been previously married.

Not until she came up for sentence, however, was the real story told, and then not by a newspaperman. It was a terse, matter-of-fact report of a New York City probation officer, who had gone into the girl's life from before her birth.

Her father was habitually drunk; her mother sober, but cold to her children, of whom Celia, the bandit, was the youngest of eight. The family lived in one of the worst slums of New York, and when Celia was a baby, the charities department took the three youngest from the hovel and placed them with families in other parts of the city. That went on until the girl was about 14. She saw her mother at intervals of her childhood, and every visit to the parental home found the youngster reduced to the rags and filth of her babyhood, her good clothing sold to provide booze for the father.

At 14, she began living with an older sister. That didn't last long, for the new guardian disapproved of the demoiselle's penchants for staying out all night or entertaining sailors in the family living room. She wandered around among relatives, got a job in a laundry, moved into a furnished room in Brooklyn, got another job, moved again, married the first time. Her various landladies differed in their estimates of her character. Some liked her; others called her filthy, addicted to foul language, immoral. Then she met the young mechanic, Cooney, married him (the process of ending the first alliance was not clarified), and shortly afterwards went out with a gun.

* * *

What Some Writers Discovered

ACCORDING TO KOBRE, only Walter Lippmann, in the old *New York World*, and the *New York Times* saw the sinister elements that underlay the "romantic" tale of the picaresque "bobbed hair bandit." Born in a slum, reared in the gutter, kept dirty and naked to provide a sodden father with booze, associating from babyhood with only depraved and criminal people, with the minimum of schooling, turned out at 14 to get her living and her fun as best she could—that was the real story that Lippmann saw in the official prose of the probation report.

The girl didn't go crooked to provide for maternity; she didn't take her man with her because between them they could not earn enough to provide food, clothing and shelter of the kind to which they were accustomed.

She turned crooked because there had been nothing in her past life to make her much more than a beast of prey. She had been stealing most of her active life, because she had been robbed not only of a child's happiness, but even of the clothes from her back. Stealing seemed easy and natural, not abnormal.

There was no indication at any stage of the trial that the fanciful news headlines or Sunday supplement speculations influenced her career. There was no indication that she had ever read any of the stories about her hold-ups, much less gloried in the notoriety. It turned out that she wasn't blond, and she wasn't bobbed. On her first reported exploit, she had worn a hat with blond curls. She never used it again, but victim after victim of subsequent robberies described her as having "short blond hair"! And the same people undoubtedly damned the newspapers for inaccurate reporting.

* * *

Can Crime Be Written 'Scientifically'?

WE ARE INCLINED to agree with some of Mr. Kobre's fault-finding. Newspapers do not err on the side of inaccuracy nearly so often as outsiders or professional critics allege. They usually make much more than ordinary efforts to learn the truth from among a maze of conflicting information from supposed "eye-witnesses," sometimes not wholly disinterested. And, in our opinion, they usually present a far more accurate relation of circumstances than could have been expected from most of their informants.

On a spot news story, there are few more efficient machines than that of the American press. A city editor who sees a hundred possibilities in a human interest story and has the staff available to dig them out usually gets a good deal more than he has space to print.

A major crime is generally a big adventure, with more than a touch of the journalistic romance that the cynics reject. The men and women assigned to a first class crime story may not enjoy the experience, but they work harder to produce for the office than any other class of employes in the American scene.

We don't know whether it is fair to say that newspapers have fallen down in not approaching crime news from a more sociological angle. Mr. Kobre thinks that they have. If that is true, we believe the failure can be traced to the mad competition for circulation that began about 50 years ago. Newspapers can't feed sociological analyses of crime to the millions whose education stops, or used to, at the eighth grade.

"Society" as en entity doesn't concern these people, but they can be induced to read newspapers. James Gordon Bennett (both of them), Joseph Pulitzer, even Charles A. Dana had long ago discovered that even the learned people like to read the gory details of a fire, a murder, a robbery. William R. Hearst learned all their lessons to perfection and added a few touches of his own. Their results have been hard to change. Their tradition lives on in newspaper work.

None of these publishers looked at life through sociological glasses. Few of their readers did. Sociology was an unexplored field. With few exceptions, prisons of 50 years ago were hell-holes, as they had been from colonial days. Lunacy was only a step this side of criminality. If a prisoner or a madman went berserk, never mind the cause—slap him into a straitjacket and a padded cell until he got over it. A firebug committed arson, a murderer killed, a burglar broke and entered, because they were "bad" people, and in that childlike analysis, newspaper makers and newspaper readers alike rested.

What Press Is Doing At Present

SCIENCE DIDN'T. During the past half-century, more progress has been made in finding the sources and the causes of crime than in all of recorded history. During the same period crime, especially among the young, has increased at a rate that may equal the scientific progress. We don't consciously build slums any more; we try to get people out of them. Lunatic asylums are now state hospitals, where afflicted people can receive treatment that promises complete recovery for many of them. Some prisons, at least, are conducted with the idea of saving men and women who have fallen foul of the criminal law. Many newspapers have tried to relieve the lot of children condemned by birth and parental circumstances to live in surroundings where only a pig could be contented.

It probably can be fairly said that newspapers, in their news philosophy, have not kept pace with humanitarian thinking and progress. They were quite in step 50 years ago when they made circulation by news of crime, reported with detail and glamour. That formula was proven. It has been worth millions of dollars to the metropolitan press. It still is.

In those circumstances, it won't be lightly discarded, and only a fanatic would demand its abandonment. We believe, however, that it will be increasingly demanded of newspapers, especially the metropolitan press, that they supplement their human interest treatment of news with writing that will throw revealingly clear light on the social aspects of the crimes they report so thoroughly. We believe that newspapers will meet that demand.

Even more important, and already in evidence, is a disposition to make news of new social and sociological developments without the impetus of any crime story. Housing has been big news in many papers, especially in New York, as it should be with Uncle Sam making the largest investment any government has ever made in projects to provide decent shelter that private capital is unable to produce. Schools are big news now. They weren't in 1900. Violations of law that, for technical reasons, are difficult to prosecute, like the refilling practice in New York taverns, find their way into print and are shoved under the noses of negligent enforcement officers.

The very fact that Mr. Kobre had to go back seven years for one case and 17 for another to ground his excellent argument is evidence, if not proof, that newspapers are doing some of these things better now than then.

The majority of papers are not yet staffed or officered by men who see in most crime not only a Page One story, but an indictment of the society in which the crime was committed, but their number is growing. As a striking example, take the *New York Daily News*, a tabloid which out-Hearsted Hearst in its early and quickly successful efforts to build circulation. In recent years, no newspaper has been more daring or resourceful than the News in exploiting the social facts about the city where most of its readers live. Its touch isn't scientific, but again, it is dealing with the millions and has to talk in language that can be understood.

The American press has greatly improved since the days Mr. Kobre studied. It has educated millions of readers in the economic sphere. It has given them a world outlook which was nonexistent 25 years ago. It has helped the fight on social diseases, and the battle for decent housing. Those things are news today, if they weren't in 1923 and 1933. That's a gain. There are more coming.

Another Letter

TO THE EDITOR OF TIME

Five years ago, I pointed out to you the inaccuracies in an article you printed about the Portland Oregonian and me in your issue of January 7th, 1935, and I closed my letter with the suggestion that your publisher retain me to teach Time the art of being accurate in its reporting.

I have just read your article on the Philadelphia Evening Ledger and myself in your issue of January 15th, and am sorry to learn that, during the half decade since my first letter to you, Time still has not got the hang of being accurate in its reporting. Let me illustrate this statement with a few examples.

You give the name of the paper as the Public Ledger. It is the Evening Public Ledger. The Public Ledger, a morning newspaper, ceased to exist as a separate publishing entity some years ago.

You say that Stanley Walker was hired as editor at $15,000 a year. You are "off" by several thousand dollars.

In three different sentences you say my last name is Visniskki. It is Viskniskki.

You say that I am a "suave, stout, egg-bald figure familiar to the office of many a sick newspaper." I admit to two bald spots, but I still have quite a few hairs surrounding said spots, and, therefore, simply cannot be egg-bald.

I also admit that I have worked for not a few newspapers, but, come, come, Time, do you really class as sick such outstanding and successful newspapers as the Los Angeles Times, Indianapolis News, Detroit Free Press, Spokane Daily Chronicle, Spokane Spokesman-Review, Salt Lake City Tribune, Chicago Daily News, Philadelphia Inquirer, Boston Herald and Traveler?

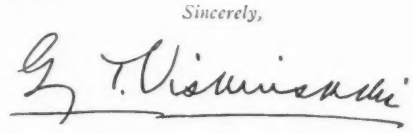
You say that I "turned up in the Ledger office last November to make an efficiency survey." The month was October.

You say that, in my 672 page report, I showed the Evening Public Ledger ownership how to save "a staggering sum," pointing out that one way to do that was "to leave the middle paper-towel rack of three in the men's washroom empty." A delightful story, which I hate to spoil, but if you can find any such recommendation or suggestion, or anything remotely like it, in my report, I will send you my personal check (certified) for $1000.00, to be distributed by you as follows: one-third to the charitable work of the Presbyterian Church, of which I am a member; one-third to a Catholic charity of your selection, and one-third to a Jewish charity, also of your selection. Of course, if you can not find in my report any basis of fact for the story, then I am sure you will gladly pay $1000.00 of Time's money to the three charities enumerated.

I could point out still other inaccuracies in your Evening Public Ledger story. But why rub it in? So I close by repeating my suggestion of five years ago:

"The foundation stone for lasting success for any publication is accuracy—first, last and all the time. If I and my associates have been successful in helping newspapers . . . it is largely because we preach accuracy in all operations and at all times and so set up and direct our efforts. Unquestionably, dear Editor of Time, you want to get out an accurate publication, but apparently you don't know quite how to do it. Time is simply a newspaper in weekly periodical format. Therefore, why not induce your publisher to retain Viskniskki to survey you for editorial accuracy? Right here and now, I'll guarantee that when we get through with you, Time will be a greatly improved publication, more widely accepted than ever before, and accurate to the last sentence without the loss of a single sparkle."

Sincerely,



(Signed) GUY T. VISKNISKKI

P. S.—Oh, yes, I almost forgot. The implication running all through your article is that the Evening Public Ledger is a sick newspaper; whereas, I found it basically sound—and it is not for sale.

Philadelphia,
January 12, 1940.

New Mexico folks come to Albuquerque from miles around . . . and how! Left: Street scene at time of U. S. Highway 66 Convention. Center: Part of Albuquerque business district. Right above: Municipal airport, a $700,000 crossroads of air. Albuquerque is also an important center on rail and highway routes.

ALBUQUERQUE [*New Mexico . . . center of the Southwest*]

From a population of 15,157 in 1920 Albuquerque jumped to 26,570 in 1930 and to 54,268 in 1939.*

From 1930 to 1939 electric meters increased by 70%, gas meters by 130%, telephones by 54%, postal receipts by 48%. Albuquerque payrolls estimated at $16,496,700 for 1939; Bernalillo County (Albuquerque) gross sales for a recent 12-month period were $53,567,473.**

For the past four years building permits in Albuquerque have averaged better than $2,200,000 a year.

* Hudspeth City Directory.

** School Tax Division, New Mexico State Bureau of Revenue.

Food stores do a $20,000,000. business in New Mexico. Above is partial view of a typical Albuquerque Super-Market which carries hundreds of nationally known items.

Belongs on Every Advertiser's Schedule!

ALBUQUERQUE . . . business and financial center of New Mexico . . . sets the pace for the rest of the state. It will open the doors for you to more than half-a-million people.

Albuquerque has doubled in population in the past 10 years. No need to wait for the 1940 census to tell you that Albuquerque is one of the major marketing centers of the Southwest.

In Albuquerque are two strong papers—state wide in circulation and influence. Coupled with an excellent merchandising service they produce profitable sales for advertisers. The Tribune (a Scripps-Howard Newspaper) and the Journal can be bought as a unit at small cost and will give your product a real introduction to Albuquerque and most of New Mexico.

SCRIPPS · HOWARD

NEWSPAPERS

MEMBERS OF THE UNITED PRESS . . . OF THE AUDIT BUREAU OF CIRCULATIONS . . . AND OF MEDIA RECORDS, INC.

NEW YORK *World-Telegram* · SAN FRANCISCO . *News* · CINCINNATI . . . *Post* · DENVER . . . . *News* · WASHINGTON . . . *News* · FORT WORTH . . *Press*
CLEVELAND . . *Press* · INDIANAPOLIS . *Times* · KENTUCKY POST *Covington edition, Cincinnati Post* · BIRMINGHAM . . *Post* · MEMPHIS *Commercial Appeal* · ALBUQUERQUE . *Tribune*
PITTSBURGH . . *Press* · COLUMBUS . . *Citizen* · MEMPHIS . *Press-Scimitar* · HOUSTON . . . . *Press* · EL PASO . . *Herald-Post*
KNOXVILLE . *News-Sentinel* · EVANSVILLE . . *Press*

National Advertising Dept., 230 PARK AVENUE, NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT • MEMPHIS • PHILADELPHIA

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OWA

FROM THE OFFICE OF **T. J. WHITE** CHICAGO HERALD AMERICAN

Dear Mr Boone:

Here is fine material for promotion. Our readers and advertisers will be interested in the progress we have made.

T. J. White

from the desk of . . . . . RODNEY E. BOONE
RODNEY E. BOONE ORGANIZATION

Dear Mr White:

You're right: With the largest evening circulation in Chicago and a Sunday average of more than 900,000 we have a story to tell. Let's tell it.

Rodney E. Boone

SWORN STATEMENT OF CIRCULATION OF THE CHICAGO HERALD-AMERICAN

This is to certify that the Average Daily Net Paid Circulation of the Chicago Herald-American (evening) for the four-month period ending December 31st, 1939, was in excess of . . .

460,000

This was more than **50,000** greater than the average daily net paid circulation of the Evening American for the same period in 1938. During each of the last four months of 1939, the average net paid circulation of the Sunday Chicago Herald-American showed an increase over the preceding month. Average total net paid for the month of December was in excess of 900,000.

ELIZABETH C. TOHTZ NOTARY PUBLIC COOK COUNTY, ILL.

W. J. Parker

W. J. Parker, Circulation Manager

E. D. Fulton

E. D. Fulton, Business Manager

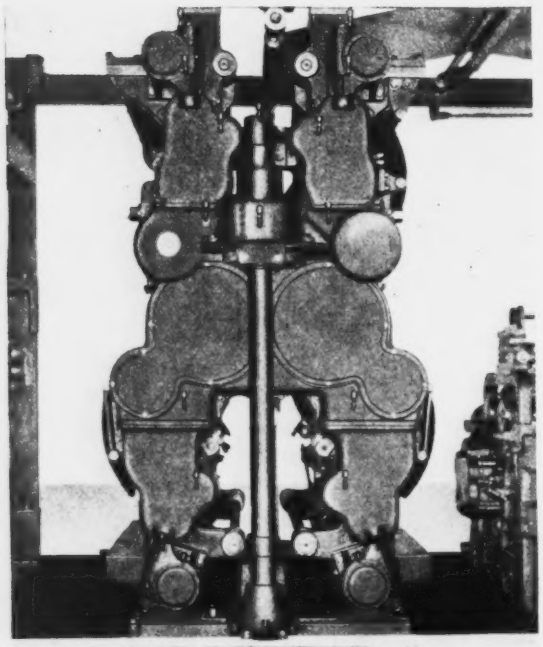
Subscribed and sworn to before me this fifteenth day of January, 1940.

Elizabeth C. Tohtz

My Commission Expires July 15, 1942.

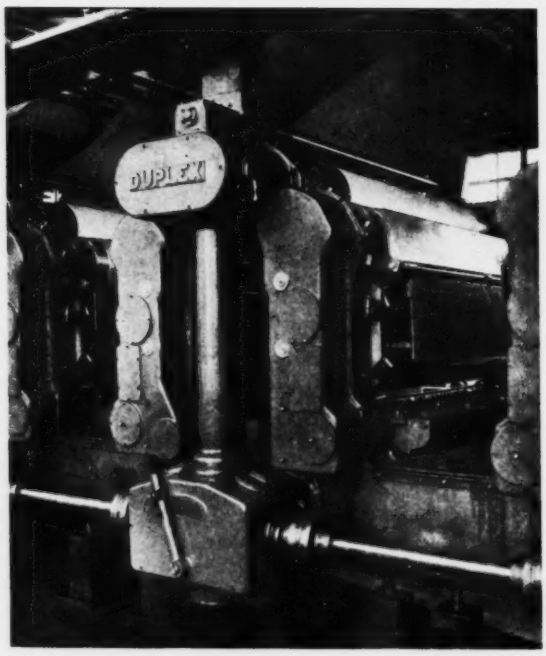
DUPLEX

PRINTING PRESS CO., BATTLE CREEK, MICHIGAN



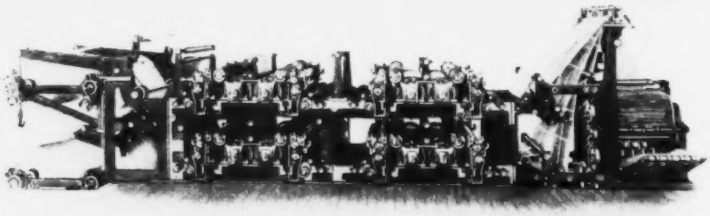
DUPLEX UNITUBULAR PRESS

Illustration shows one printing unit equipped with double color cylinders. Gives high speed operation from one set of plates. Anti-friction bearings—Steel printing cylinders.



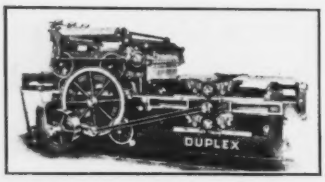
DUPLEX HIGH SPEED ARCHED TYPE PRESS

Forged steel cylinders, ball and roller bearings and other features make this semi-cylindrical press outstanding in its field for quality printing and high speed trouble-free operation.



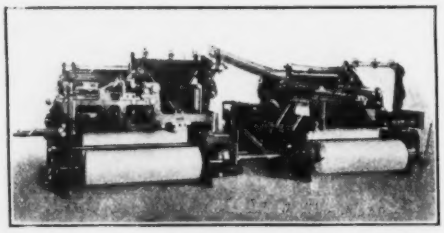
DUPLEX STANDARD TUBULAR PRESS

Ideal equipment for the daily newspaper graduating from the flat bed field or replacing obsolete stereotype presses. Simple and economical to operate with a minimum amount of labor.



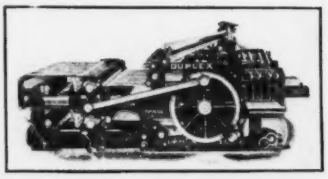
DUPLEX HIGH SPEED FLAT BED PRESS

2, 4, 6 or 8 papers from type forms at running speed of 5500-6000 per hour.



DUPLEX TWINNED FLAT BED PRESS

For the newspaper requiring up to 16 pages but not ready for a stereotype press.



DUPLEX FLAT BED PRESS

Weekly, semi-weekly and smaller daily papers find this press very economical to run with a minimum of care.

PRESS EQUIPMENT FOR EVERY NEWSPAPER

CLINE SYSTEM UNIT TYPE PRESS DRIVE

An Individual Motor Drives Each Unit and Each Folder in Any Combination
No Press Drive Shaft
No Back Lash
Perfect Acceleration
Perfect Slow Down
Perfect Automatic Brake

CLINE HIGH SPEED PASTERS, REELS and AUTOMATIC TENSION

Used in Prominent Plants
No Running Belts—Plenty of Room
Automatic Tension Control, Adjustable From Press Room. Tension Indicated on Dial
No Overrun of Rolls, Quick Stop from High Speed

CLINE SYSTEM UNIT TYPE NEWSPAPER PRESS DRIVES AND TENSIONS

Originated, Patented and Perfected by Cline

For over thirty years the Cline Electric Mfg. Co. have been furnishing electrical equipment, including Standard Double Motor Drives and Automatic Controllers and accessories for newspaper presses. For more than ten years they have been furnishing reels with tensions arranged to make flying pasters at reduced speed of the press, and have therefore been in a position to coördinate paper feeding devices with press control and make layouts of such coördinated equipments to give the greatest possible flexibility of press combinations as well as operation. Cline engineers have therefore had experience in a great number of plants. This, together with this standardized Cline equipment, has resulted in publishers, engineers, architects and press manufacturers recognizing that the engineering work of this service is a very important factor.

The coördination between the reels with automatic tension and high speed pasters for high speed presses, together with the Cline Unit Drive, gives flexibility of press combinations in a most efficient manner, and should interest any prospective purchaser of presses.

CLINE DOUBLE MOTOR DRIVES FOR NEWSPAPER, ROTOGRAVURE AND MAGAZINE PRESSES

The Cline System Is the Most Logical for Efficient Operation and Control of the Modern Newspaper Plant

THE CLINE SYSTEM INCLUDES

Unit Press Drive and Control
Double Motor Drive and Control
Magazine Type Single Motor Control
Special Color Press Control
Stereotype Motor Equipment
Cline Reels and Automatic Electric Tension
Cline High Speed Pasters
Paper Roll Conveyors
Plate Conveyors and Droppers
Typesetting Machine Drives

Tell Us Your Problems — Our Engineers Have the Experience and Facilities to Serve

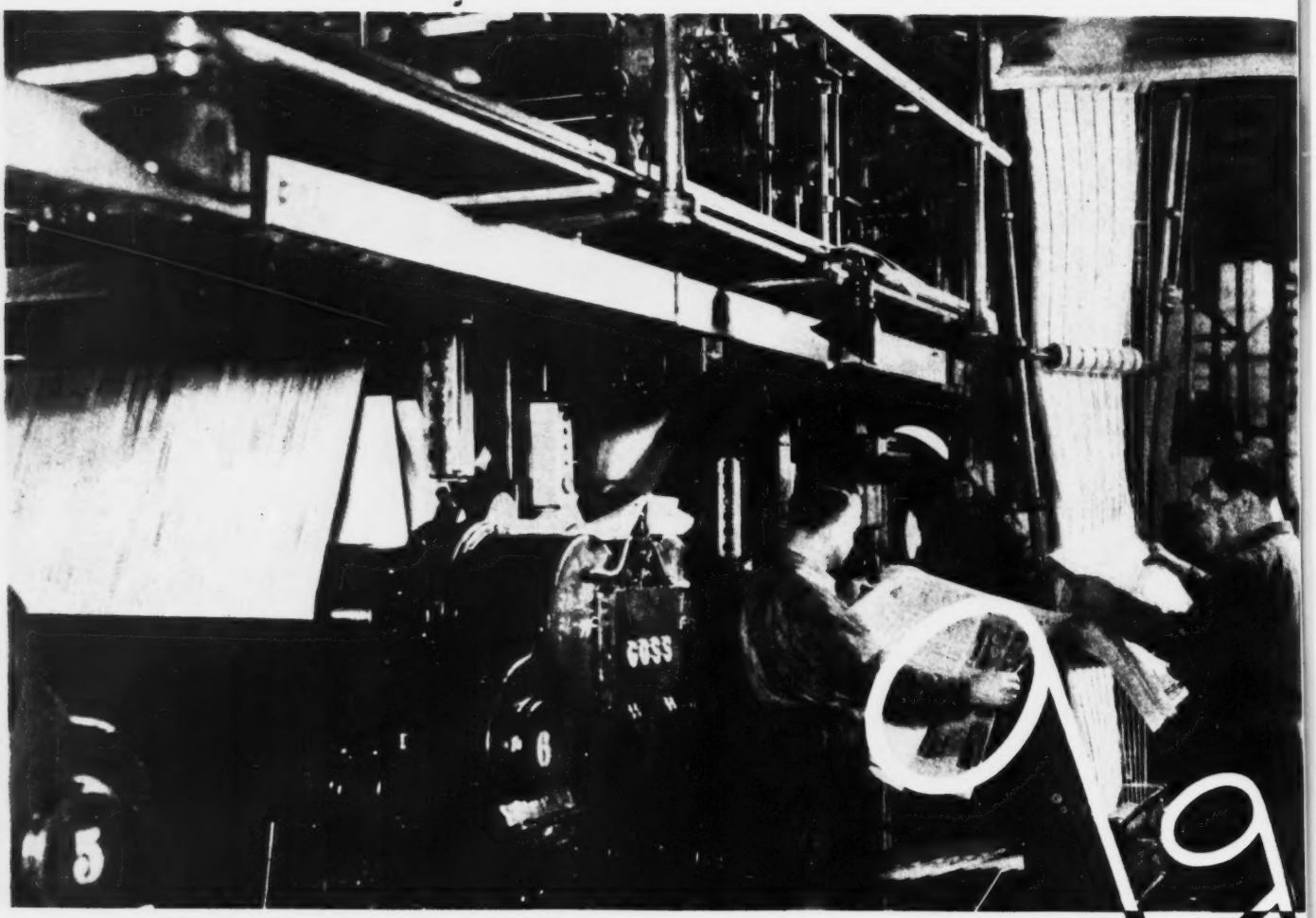
CLINE ELECTRIC MFG. CO.

MAIN OFFICE: 211 W. WACKER DRIVE, CHICAGO, ILL.

Western Office
CROCKER FIRST NAT'L BK. BLDG.
SAN FRANCISCO, CALIF.

Eastern Office
220 EAST 42nd STREET
NEW YORK CITY

CLINE SYSTEM
QUALITY NAME SERVICE FAME
CLINE ELECTRIC MFG. CO. CHICAGO
CLINE WESTINGHOUSE



Making your Pictures SING

"IT PAYS to print more pictures" is the tune of the times in Newsdom. Here is the way to make your pictures "sing" with fresh, vivid reality.

Modern as the candid camera, MORRILL NEWS INKS will reproduce your halftones with all the life and sparkle caught by the photographer. MORRILL INKS insure smoother coverage of halftone areas . . . cleaner impressions around dot edges . . . crisp, decisive tone values . . . bolder contrast . . . sharper detail.

100 years of ink-making research "at the elbow of the printer" enable MORRILL not only to meet, but to ANTICIPATE AND EXCEED today's need for improved ink performance. Hence MORRILL INKS are engineered to swiftly advancing pressroom standards . . . instantly responsive to all press speeds up to the highest, of 50,000 to 60,000 per hour . . . proof against ink-caused delays — *yet lowest in true cost!*

Call your nearest Morrill Service Man and learn why alert publishers trust MORRILL NEWS INKS exclusively to make pictures pay their way.

•

GEO. H. MORRILL CO.

DIVISION

GENERAL PRINTING INK CORPORATION

100 SIXTH AVENUE • NEW YORK, N. Y.

FACTORIES

NORWOOD, MASS. • TACONY, PHILA., PA.
CHICAGO, ILL. • SAN FRANCISCO, CAL.

BRANCHES

BOSTON • NEW YORK • PHILADELPHIA • DETROIT
CHICAGO • ST. LOUIS • MINNEAPOLIS • FT. WORTH
LOS ANGELES • SAN FRANCISCO • SEATTLE

NEWS INKS BY MORRILL

FIRST IN SALES BECAUSE FIRST IN VALUE

ATTENTION

that produces

ACTION!

Even the best written piece of advertising copy cannot produce returns unless it first attracts the reader's attention. Well-designed, modern typefaces are a potent factor in securing this attention, and thus increasing the pulling power of the advertising.

■ Appropriations for advertising are continued and increased only when the advertising pays its way. It is a matter of dollars-and-cents importance to every newspaper publisher that his composing room be equipped to provide the kind of display composition which will attract attention and produce sales results.

■ Ludlow equipment in the composing room is of real advantage to advertisers—and therefore to the newspaper in the selling of space. Many of the best and newest display faces are available only in Ludlow matrices, designed by an organization whose primary concern is the effectiveness of the display lines in printed advertising.

■ More important still, the simplicity and flexibilty of the Ludlow System permit the composing room economically to give advertisers real variety in face and size —the variety that makes a newspaper's pages attract interested attention. On the contrary, since changes from one to another size and face are not slow and cumbersome but rapid and easy with the Ludlow, the composing room does not hesitate to give the advertiser the varied and selective display lines he needs to bring the best sales results. The Ludlow-equipped composing room is not even tempted to restrict display lines to a few sizes of a few faces, with the advertising pages looking flat and uninteresting as a result.

■ Appropriate variety in typeface style and pointsize is the very essence of effective newspaper display advertising. It is only good business to equip the composing room to furnish this variety to its advertisers—easily and efficiently.

Ludlow Typeface
Ludlow Radiant Medium

Ideal for Newspaper Heads
Ludlow Radiant Bold Extra Condensed

A New Design
Ludlow Radiant Heavy

New Ludlow Script
Ludlow Coronet Bold

A New Creation
Ludlow Hauser Script

Graphic Arts Exposition
Ludlow Bodoni Campanile

Attracts Attention
Ludlow Karnak Black Condensed

A Wide Selection
Ludlow Eden Bold

LUDLOW TYPOGRAPH CO.

2032 Clybourn Avenue + + + Chicago, Illinois

What's all the Argument About?

"I don't know anything about that," said the Managing Editor, "but I DO know I can order makeovers now without getting the dirty looks I used to."

"I don't know anything about that," said the Pressman, "but I DO know the plates are coming through a lot better than they used to."

"I don't know anything about that," said the Engraver, "but I DO know that I am not ashamed to look at halftones in print lately."

"I don't know anything about that,"said the Circulation Manager, "but I DO know that we are beating the other folks to the streets and the stands, and that figures are going up."

"I know ALL about it," said the Stereo Foreman, "we switched over to CERTIFIEDS the first of the year."

For dependable stereotyping, rely on Certified Mats, made in the U. S. A.

CERTIFIED DRY MAT CORPORATION

9 Rockefeller Plaza Dept. P New York, N. Y.

Certified DRY MATS

Will You Invest Three and One-Third Cents a Year to Win and Hold a Customer

You believe advertising will influence customers or you wouldn't be in the advertising profession. So we will pass up the sales talk. We believe you know the power of newspaper advertising in selling goods and services so this time we will side-step the Market Surveys, the All-Time-Highs and Media Records linage reports. The thing you are interested in is how to employ advertising to win customers. You are willing to invest money to accomplish this, but you want to know where you can buy productive advertising at the lowest cost. We suggest you determine how much a customer—new or old—is worth to you and match this amount against the figures below:—

We will print and distribute to paid subscribers, residing within reasonable distance of retail stores, 10,000 lines of advertising space, which you may use at will within one year, for less than three and one-third cents* per family reached by all Gannett daily newspapers.

***$.033106 to be exact.**

GANNETT NEWSPAPERS

Members of the Bureau of Advertising

The Rochester Times-Union, The Rochester Democrat & Chronicle, The Hartford, Conn., Times, The Elmira Star-Gazette, The Elmira Advertiser, The Elmira Telegram, The Utica Observer-Dispatch, The Utica Daily Press, The Ithaca Journal, The Newburgh News, The Beacon News, The Albany Knickerbocker News, The Ogdensburg Journal, The Plainfield, N. J., Courier-News, The Olean Times-Herald, The Malone Telegram, The Danville, Ill., Commercial News, The Saratoga Springs Saratogian, The Massena Observer.

J. P. McKinney and Son—New York, Chicago, San Francisco

"Science Service is performing an educational function of real value in helping the public to possess its earth—its universe."

New York Times

From the famous Topics of the Times column, July 17, 1939

Let us tell you why The New York Times and more than 150 other fine newspapers—circling the globe from The Sydney Sun in Australia to The Helsinki Sanomat in Finland—find it worthwhile to be clients of the world's only science news syndicate.

SCIENCE SERVICE, Washington, D. C.

Daily NEWS REPORT, "WIRE STORIES BY MAIL," Watson Davis' SCIENCE PARADE, SCIENCE TODAY, weekly SCIENCE PAGE, Jane Stafford's YOUR HEALTH: Here's How!, James Stokley's monthly MAP OF THE STARS, Rudolf Modley's TELEFACT, SCIENCE SHORTS, Dr. Frank Thone's ISN'T IT ODD?, Major A. H. Thiessen's WHY THE WEATHER?

SCIENCE SERVICE, the institution for the popularization of science, is a non-profit corporation with trustees nominated by the National Academy of Sciences, the National Research Council, the American Association for the Advancement of Science, the E. W. Scripps Estate and the journalistic profession—Watson Davis, Director.

Representatives—Alan Foley, Masonic Club Chambers, 169 Castlereagh Street, Sydney, N. S. W., Australia—Carl Henrik Petersén, Floragatan 17, Stockholm, Sweden—Colin C. W. Turner, Literary Features, Ltd., Talbot House, 98, St. Martins Lane, London, W. C. 2. England.

ceaseless research

There's sound scientific reason for the steady forward march of Arrowhead Black and Colors. Products of ceaseless research, advanced process, efficient equipment and progressive thought. . . . Dedicated to better printing . . . everywhere.

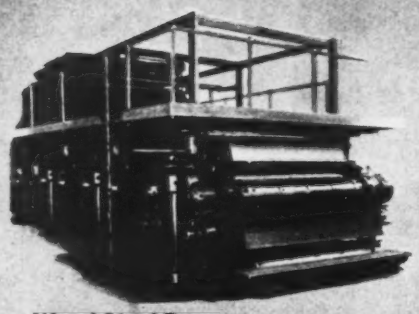
Flint Inks

...a step ahead

Howard Flint Ink Company

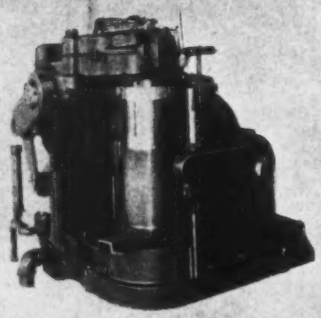
DETROIT CHICAGO DENVER INDIANAPOLIS HOUSTON NEW ORLEANS

FOR BETTER AND LESS COSTLY PRODUCTION OF NEWSPAPERS



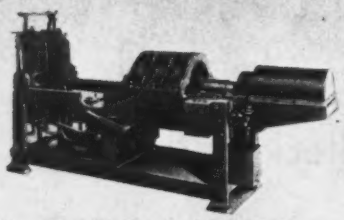
Wood Steel Press

Press and Folder can be operated at running speeds up to 60,000 products an hour.



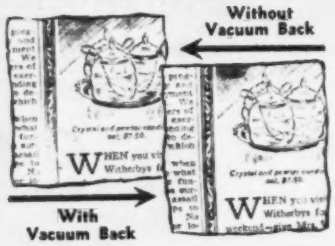
Automatic Autoplate

The modern method of making newspaper printing plates in quantities. Insures a fixed and dependable production of four plates a minute.



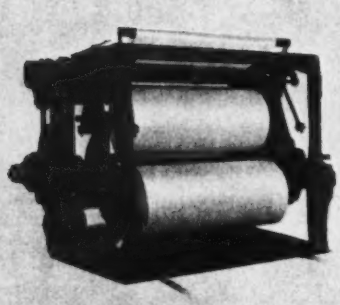
Standard Pony Autoplate

This is the standard Pony machine for casting, finishing and cooling plates, used in hundreds of newspaper stereotyping plants throughout the world.



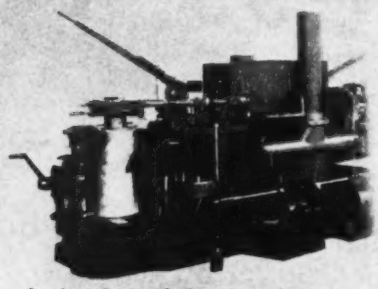
Vacuum Back

A recent Wood development, adaptable to all Wood Autoplate casting machines, which promotes definitely better stereotyping, eliminates light spots due to buckles in mats, and prevents mat creeping.



Full-Automatic Autopaster with Autoreel

Splices paper-rolls automatically at full press speed. Steps up press production, reduces waste, and improves printing quality. Average accuracy in records which include over 100,000 splices, well over 98 per cent.



Junior Autoplate

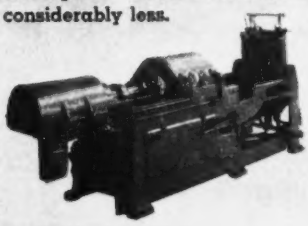
Standard equipment for casting stereotype plates in many big newspaper plants throughout the world.

Standard Autoshaver

Used in connection with Automatic and Junior Autoplate machines for accurately finishing, cooling and drying stereotype printing plates.

Junior Autopaster with Standard Reel

This machine, like the Full-Automatic Autopaster, makes its splices at the full running speed of the press. Its cost, however, is considerably less.



Heavy-Duty Pony Autoplate

This is the latest development of the Pony Autoplate for casting, finishing and cooling printing plates, for large and medium-size newspapers.

Heavy-Duty Autoshaver

This new machine has many advantageous features. Open-ad plates can be double shaved without removal from the arch.

Wood Newspaper Machinery Corp'n

PLAINFIELD, NEW JERSEY • NEW YORK OFFICE: 501 FIFTH AVENUE

Daily Circulation Gains; New Sunday Top

Advertising Makes Small Upward Movement in Last Half of 1939, with Better Prospects for 1940

DESPITE A NET loss in total number of daily newspapers published in the United States during 1939, the year ended with total daily circulations slightly higher than those of the previous year and Sunday circulations at a new high for all time. Daily circulations are a fraction of 1 per cent ahead of the 1938 total, and about 4 per cent below their peak at the end of 1937. These comparisons apply to English language daily and Sunday newspapers of general circulation, published in the United States. They do not include foreign language newspapers, specialized legal or commercial newspapers, college newspapers, religious newspapers, or free circulation papers.

While the year's dominant fact in the newspaper world seemed to be the suspension of newspapers in large cities, under the pressure of increased payroll costs, material costs, and taxes, with the possibility of more in 1940, the picture is not by any means one of newspaper decadence or debility. The majority of the nearly 1,900 dailies published as this issue closed are strong. Three-fourths of them have no local newspaper competition at the present time. The insatiable public appetite for news is again evidenced by the growth in newspaper circulation and the ascendant popularity of news or news comment as radio material.

The causes for the suspensions of the past two years have been discussed in these columns before, and space will not permit their exposition again on this page. They represent an effort of the newspaper business, and of the business community as a whole, to adjust themselves to changing economic conditions, the nature of which is still obscure and little understood. Even though the adjustment process does not yet seem to be complete, there is evidence that it may already have gone too far. Several new dailies have been announced for 1940 publication, promising new formats, new printing processes, new methods of news presentation. These are experiments, which, to date, have not involved important investments. Their success might open the door to a new era of journalistic activity. That capital is not lacking for newspaper investment is indicated by several important newspaper sales in recent months, and by the reports that other major transactions are pending—a condition which has seldom prevailed in the past ten years.

* * *

NEWSPAPER advertising registered a small gain in 1939 over 1938, practically all in the last five months of the year. Even before the increased volume showed itself, it was clear to people who have watched events carefully that the spirit of defeatism had departed from newspaper business circles. Early in the year, the Bureau of Advertising renewed and strengthened its efforts to obtain adequate membership support among the newspapers of the United States and Canada, and within a few weeks, was able to announce that its preliminary aims had been achieved.

The Bureau produced during the year a considerable volume of promotion material of high quality, and in the last quarter entered upon the most ambitious fact-finding project ever undertaken for the newspaper as an advertising medium. This continuing survey is still in its early stages although several instalments have been published, the Bureau has cautioned against drawing hasty conclusions as to the relative values of space in terms of size, copy, or position. When the first series of newspapers has been completely surveyed, it is planned to begin another along similar lines.

With that information in hand and analyzed, newspaper people on every side of the production table should have a new insight into how the reader regards the daily press in its essential elements. While the data have been designed primarily to serve advertising needs, they are comprehensive of all news and editorial content as well. The actual results of the reader survey may confirm or dispel a good many preconceptions both upstairs and down in newspaper offices.

* * *

SEPTEMBER BROUGHT the long-feared war in Europe, with consequences to the American press that have not yet been fully evaluated. The first month's telegraphic file imposed terrific financial burdens on the press services, some of which have sought to share them with their newspaper clients. Censorship and stalemate on the Western front, after a speedy conclusion of the Polish campaign, reduced the extra news file, but naval warfare and the sturdy resistance of the Finns against Soviet Russia have run the totals up again in the past six weeks.

Radio had a brief flurry in September as a round-the-clock news competitor of the daily press, but between the extraordinary expense of transatlantic telephone service and the difficulty of making a reliable radio news report out of an endless sequence of unconfirmed bulletins quickly restored normal operations on the air waves. The slower tempo of the newspaper operation was, this time, a fortunate circumstance. It permitted opportunity for digestion of the great news flow, with elimination of obvious propaganda and less credible items, with the result that the press came out of the war hysteria with an enhanced reputation for accuracy and reliability.

On the other side, the war threatened for a time to disrupt imports of newsprint from Finnish and Scandinavia sources — a supply which amounted to about 300,000 tons in 1939. As this is written, advices from the exporters say that their shipments are being restored to normal. Other news is that the belligerents are interrupting shipments and that some newsprint vessels have been sunk by mine or torpedo. The outlook for a steady, reliable, flow of paper from Europe was at least doubtful at the end of January.

Coincidentally, the first Southern newsprint mill to operate on a commercial basis began operations in January at Lufkin, Texas. Sponsored by newspaper publishers, with the Southern Newspaper Publishers Association bearing the major burden, the mill is expected to produce an annual total of 45,000 tons from Southern pine, a wood made available for newsprint manufacture through the scientific work of the late Dr. Charles H. Herty at his laboratories in Savannah, Ga. This work, which was largely financed by the Chemical Foundation, Inc., was heartily encouraged for several years by the S.N.P.A., as an avenue by which the entire agricultural picture of the South might be improved.

* * *

PARALLEL WITH this interest in the restoratin of a basic United States industry came a revival of concern for standards of journalistic education. This situation and the steps taken toward controlling it are detailed at length in another part of this issue.

Editorially, newspapers underwent no major change in character during the past year. War news was dominant throughout most of the 12 months, from China, Spain, the European chancelleries, and finally from the Polish front that marked a new and terrible phase of a conflict which had been developing for five years. Advent of the war intensified the use of pictures and the wire and radio transmission of photographs from abroad, and sent the picture and electrical technicians into many a secret huddle on experimental new processes. Several papers continued their experiments with facsimile transmission, but no important developments in this area came to light. Another field for experiment was the continuous search for a new, faster, and cheaper photo-engraving process. Nothing in this field has gotten beyond the laboratory stage; several ideas are to show early promise.

Features continued the even tenor of their way, but the coming of war led several experts to believe that a change was impending. As the year ended, there appeared to be some tendency to restore strips with genuine comic value, rather than the serial adventure theme which has ruled for more than 10 years. Columns of all kinds continued to flourish, their popularity increased by the variety contributed by world events.

With circulations moving upward again, the trend toward higher prices so evident in 1937 and 1938 noticeably slackened in 1939. Some price raises were made from 2 to 3 cents; the *Boston Transcript* late in the year raised its price to 5 cents daily and 10 cents Sunday in an effort to recoup the revenue from lost advertising volume. A few papers in small Eastern and Middle Western cities remain at 2 cents, either from fear of nearby metropolitan competition or through inability to agree with local competitors. The general testimony of publishers who have raised prices within the past three years is that initial losses run from 10 to 20 per cent in number of copies, and that the greater part of the loss is generally recovered within a year or 18 months, with, of course, a substantial gain in cash revenue.

* * *

EVENTS ON the labor front were fairly routine. The guild strike against the *Chicago Herald & Examiner* was continued against the *Chicago Herald-American*, despite many attempts by both parties to find a settlement basis. That kept the guild busy, financially and strategically, and the only other major strike against newspapers during the year was at Lynn, Mass., settled after about three months. The death of Heywood Broun, president of the guild, during December, was followed by the ad interim election of Kenneth G. Crawford, Washington correspondent of the *New York Post*, to succeed him. Crawford, a strong liberal, is regarded as more moderate than his predecessor and has declared that, so far as he can, he will keep the guild strictly to affairs that concern it as a newspaper trade union.

Breaking of relations between the International Typographical Union and the American Federation of Labor had no notable repercussions in newspaper circles. There were no prolonged strikes of printers, except at Easton, Pa., where the National Labor Relations Board directed a settlement. Other newspaper unions seldom got into the news.

In brief, the end of 1939 found newspapers generally seeking, by positive means, the solution of problems which had vexed the previous ten years. No panacea is in sight, none is being sought, but the outlook at the beginning of 1940 for newspapers and newspaper people is better than it was a year, or five years, ago.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS

This directory of daily and Sunday newspapers of the United States and Canada gives, wherever available, the following information:

State and city of publication, with population according to the 1930 (in Canada, (1931) census. In certain cases, a figure is given for "City Zone" or 'Carrier Limits," representing the population of the area in which newspapers are distributed by city carriers.

Name of newspaper, whether published morning, evening, or Sunday, with its circulation for the six or 12 months ending Sept. 30, 1939. Circulation figures are taken from sworn statements to the Post Office, publishers' statements to the Audit Bureau of Circulations or audits issued by the Audit Bureau of Circulations.

Advertising rates per agate line, on general (national) and retail (local) advertising. The rates listed are the minimum quoted by the publisher.

Political policy of each newspaper, telegraphic news services used, whether a rotogravure section is issued and on what days, whether merchandising co-operation is offered to advertisers, whether a job printing plant is operated, circulation prices and representation in the national advertising field.

Names of the Publishers, Publishing Corporation and its President, Editor, Managing Editor, City Editor, Sports Editor, Sunday Editor, General Manager, Business Manager, Circulation Manager, Advertising Manager, National Advertising Manager, Classified Advertising Manager, Mechanical Superintendent, and Job Department Superintendent.

Key letters appearing in the fourth column have the following meanings:

(I) Politically Independent.
(R) Republican.
(D) Democratic.
(Soc) Socialist.
(I-D) Independent Democratic.
(I-R) Independent Republican.
(P-R) Progressive Republican.
(J) Operates job printing plant.
(*S) Asterisk indicates a rotogravure section is published, the initial following the asterisk indicating the day of issue. *S—Sunday, M—Monday, Tu—Tuesday, W—Wednesday, Th—Thursday, F—Friday, Sat—Saturday.

Circulation prices are summarized as follows: Price per copy on street sales indicated by first figure, thus (2c), or 3c d, 10c. S, the latter showing daily and Sunday single copy prices. Next follows the weekly, monthly, or both, prices for carrier delivery, thus: 15c.w, 65c.m. Then the wholesale price per hundred copies is shown, thus: $1.50d, $7.50S.

Figures in parentheses are key numbers to the list of special advertising representatives in New York, Chicago, and other cities. Where more than one number is given the first is Eastern representative; the second is Western, the third Pacific Coast, etc.

Boldface circulation figures are A.B.C. net paid average for the six months ending Sept. 30, 1939. An "x" following boldface figures indicates publisher's statement to the A.B.C. for three months ending Sept. 30, 1939. All other circulation figures are publisher's statements filed with the Post Office for 12 months' average, ending Sept. 30, 1939.

(ROP-3) Indicates that the newspaper offers Run-of-Paper color advertising up to three colors besides black.

(†) Indicates that merchandising co-operation is given.

Abbreviations of press service names are as follows:

AP—Associated Press.
BUP—British United Press.
CanP—Canadian Press.
CDN—Chicago Daily News.
CNY—New York City News Assn.
CPA—Central Press Association.
CP—Consolidated Press.
CT—Chicago Tribune Service.
D—Domei.
DJ—Dow Jones.
HS—Agence Havas.
INS—International News Service.
MG—Manchester Guardian.
McNS—McClatchy News Service.
MNS—Mexico News Service.
NANA—North American Newspaper Alliance.
NYHT—New York Herald Tribune Service.
NYT—New York Times Service.
NYT-LT—New York Times-London Times News Service.
NWN—Northwest News Bureau.
NCWC—Nat'l Catholic Welfare Council.
PCN—Pacific Coast News Service.
PTA—Polish Telegraph Agency.
PL—Philadelphia Public Ledger Service.
RA—Reuters.
SC—Southam Cables News Service.
SN—Standard News.
TR—Transradio.
TS—Toronto Star News Service.
UP—United Press Associations.
UPM—United Press of Mexico.
WCN—Westchester County Newspapers.

CANADIAN KEY

(L) Liberal party.
(C) Conservative party.
(L-C) Liberal-Conservative party.
(C-L) Conservative-Liberal party.
(SC) Social Credit.
(C) When preceding numeral indicates Canadian advertising representative.
(E) When preceding numeral indicates advertising representative in London.

ALABAMA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on This Page	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANNISTON 22,345	Star (e) 7,229 Sunday edition (S) 7,229	.05 .05	.05 .05	(D) (UP) (†) (5¢, 20¢w) 85¢m, $2.50) (72)	Consolidated Pub. Co. Harry M. Ayers, Pres.-Pub.	Horace Wright M. Johnson (Telegraph)	DeWitt Carmichael R. J. Sykes (sp)	H. M. Ayers R. W. Callahan (bm) A. Phillips (cm)	R. W. Callahan W. G. Galbraith (n) Jerome Flynt (cl)	L. W. Devine
BIRMINGHAM 259,678 383,157 (ABC City)	Age-Herald (m) **38,033** News (e) **91,532** Combined daily (me) **129,565** News-Age-Herald (S) **119,058** Post (e) **68,878**	... ... .30 .30 .18	... ... .18 .18 .108	(I-D) (AP) (ROP-1) (†) (5¢, 10¢S, 25¢, $1.10) (67-9) (I) (UP) (ROP-3) (†) (5¢, 16¢w, 70¢m, $3) (111)	Birmingham News Co. J. E. Chappell, Pres. V. H. Hanson, Pub. Birmingham Post Co. J. W. Frierson, Pres.	James E. Chappell Charles A. Fell (me) James E. Mills Ray E. Glenn	V. Townsend (e) Charles Ryan (m) Bob Phillips (sp-m) Zipp Newsman (sp-e) Chas. A. Fell (Su) E. D. McCluskey Fred Parker (sp)	James E. Chappell J. C. Clark (bm) Don R. Davis (cm) John W. Frierson (bm) G. E. Peer (cm)	H. B. Bradley Frank Aycock (n) Ray Faherty (cl) Wm. E. Brown Thos. A. Craven (n) Wilmot Calloway (cl)	W. A. Carns
DECATUR 15,593	Daily (e) 7,128	.045	...	(D) (AP) (ROP-1) (†) (5¢, 15¢w, 65¢m) (63)	Tenn. Valley Ptg. Co., Inc. B. C. Shelton, Pres.-Pub.	Ben Bloodworth Barrett C. Shelton	Curtis Gover	B. C. Shelton M. Layman (cm)	W. S. Finch B. C. Shelton (n) J. McLaughlin (cl)	Herman Safley
DOTHAN 16,046	Eagle (e) **8,869x** Sunday edition (S) **8,929x**	.06 .06	... ...	(D) (AP) (†) (J) (5¢ 15¢w, 65¢m) (67)		Geo. Blackwell (me)	Nat. C. Faulk Jack Parsons (sp)	Horace Hall (bm) J. T. Lane, Jr. (cm)	Harry Cannon Jaunita McQuagge (n) Woodie Cauley (cl)	P. Porter
EUFAULA 5,208	Tribune (e) 3,821	.03	.025	(D) (AP) (†) (J) (5¢, 15¢w, 50¢m) (40)	H. L. Upshaw, Pub.	H. L. Upshaw		H. L. Upshaw	C. E. McRee (n)	W. S. Croker (j)
FLORENCE 11,728 16,800 (1936 est.)	Times (e) 5,459	.045	...	(I-D) (AP) (5¢d) (none)	J. L. Meeks, Pub.					
GADSDEN 20,042	Times (e) 8,280 Sunday edition (S) 8,280	.053 .053	.053 .053	(I-D) (AP) (†) (5¢, 20¢w) (none)	B. H. Mooney, Pub.	W. I. Martin	C. R. Hofferbert Bernard Street (sp)	J. F. Mann (bm) J. Thornton (cm)	James F. Mann (n)	J. O. Powell
HUNTSVILLE 11,554	Times (e) **8,386** Sunday edition (S) **8,576**	.06 .06	.05 .05	(I-D) (AP) (ROP-1) (5¢, 15¢w, 65¢m, $2.50) (67)	Huntsville Times Co., Inc. Henry P. Johnston, Pres.-Pub.	Reese T. Amis	P. I. Pruitt Reese T. Amis (Su)	Jack Langhorne A. L. Smith (cm)	Jack Langhorne R. H. Kelly (n) O. Ledbetter (cl)	Roy Cooper
MOBILE 68,202 102,731 (Met. Mobile)	Register (m) **20,401** Press (e) **25,499** Combined daily (me) **45,900** Press Register (S) **43,299**	... ... .15 .15	... ... .15 .15	(UP, AP) ROP-1) (†) (3¢d, 5¢S, 25¢wm, 20¢we, $1mm, 85¢me) (67)	Mobile Daily Newspapers, Inc. R. B. Chandler, Pres.-Pub.	Geo. M. Cox Frank Gordy (me-m) Don Greenwood (me-e)	Frank Gordy (m) C. E. Mathews (e) Pat Moulton (sp-e) Vincent Johnson (sp-m) George Cox (Su)	R. B. Chandler J. O. Stuardi (cm)	Wm. J. Hearin, Jr.	T. C. McLemore
	Times (e) **10,908x**	.06	...	(I) (INS) (†) (J) (ROP-1) (3¢, 12¢w, 52¢m, $1.150)	Mobile Times, Inc. Carl M. Smith, Pres.	T. E. Sharp Jerry Carter	Carlton Thomas (sp)	Carl M. Smith (bm) W. S. Zschach (cm)	Carl M. Smith Mrs. W. A. Ryles (cl)	E. C. Emrich
MONTGOMERY 66,079 69,738 (ABC City)	Advertiser (m) **39,253** Sunday edition (S) **38,799** Alabama Journal (e) **18,047**	.11 .11 .075	... ...	(D) (AP) (†) (ROP-2) (67) (I-D) (AP) (ROP-3) (†) (3¢, 15¢w, 65¢m, $1.50) (72)	Advertiser Co. R. F. Hudson, Pres.-Pub. Montgomery Journal Pub. Co., Inc. Col. James Hammond and Nicholas Peay, Pubs.	Grover C. Hall W. J. Mahoney C. M. Stanley E. A. Shelnutt	Hartwell Hatton Max Mosely (sp) W. J. Mahoney (Su) Howard Johnson (sp)	R. F. Hudson A. D. Potter (cm) Jas. Wilson (bm) Ned Carrington (cm-city) J. R. Chamblee (cm-ctry)	P. W. Walsh Allen Woodall	M. E. Ford J. G. Dick
OPELIKA 6,156	News (e) 2,585	.021	...	(D) (AP) (none)	Wear & Wilson	W. H. Wilson		W. C. Wear (nm)		
SELMA 18,012	Times-Journal (e) 6,446 Sunday edition (S) 6,446	.04 .04	... ...	(D) (AP) (†) (5¢, 20¢w, 85¢m, $2.50) (none)	Times-Journal Pub. Co. Mrs. F. T. Raiford, Pres.-Pub.	Edw. B. Field	O. S. Wynn Wm. A. Wise (sp)	Mrs. F. T. Raiford R. R. Moore (cm)	Robert Street Mrs. F. T. Raiford (n) Elva Stewart (cl)	J. B. Wells
SHEFFIELD & TUSCUMBIA 10,734 13,700 (1936 est.)	Tri-Cities Daily (e) 4,283	.045	...	(I-D) (AP) (5¢) (none)	J. L. Meeks					
TALLADEGA 7,596	Home (e) 1,602	.021	.021	(D) (INS) (†) (5¢, 15¢w, 50¢m) (none)	Tom R. & L. C. Williams	Tom R. Williams	Tom Abernethy		Tom R. Williams	L. C. Williams
TROY 6,814	Messenger (e) 1,728	.02	...	(D) (AP) (5¢) (40)	The Troy Messenger, Inc. M. N. Dodson, Pres.	M. N. Dodson		M. N. Dodson Mrs. Philip Kingsley (cm)	Howard Johnston George Field (n)	Mink Grantham
TUSCALOOSA 20,659	News (e) 7,285 Sunday edition (S) 7,285	.045 .045	... ...	(I-D) (AP) (†) (5¢, $2) (none)	Tuscaloosa Newspaper Pub. Co. Bruce Shelton, Pub. W. S. Mudd, Pres.	Bruce Shelton Ben Green	Ben A. Green	Bruce Shelton (bm) Felton Wheat (cm)	M. T. Creager Glenn Jones (n) L. Collins (cl)	Roy Davis

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ARIZONA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BISBEE 8,023	Ore (e) 1,201	.03	.03	(I) (AP) (†) (J) (5¢, 50¢m, $2) (9)	Cochise Pub. Co. Cleveland E. Dodge, Pres. Folsom Moore, Pub.	Folsom Moore	Chas. Modesette	Chas. F. Yates (mgr) Stanley Wiewara (cm)	S. P. Schaffer	F. Perko
	Review (m) 2,846 Sunday edition (S) 2,846	.045 .045	.045 .045	(D) (AP) (†) (J) (5¢, 80¢m, $2.50) (36-9)	Cochise Pub. Co. Cleveland E. Dodge, Pres. Folsom Moore, Pub.	Folsom Moore	Chas. Modesette	C. F. Yates (mgr) Stanley Wiewara (cm)	S. P. Schaffer	F. Perko
DOUGLAS 2,828	Dispatch (m) 2,267 Sunday edition (S) 2,267	.035 .036	.036 .036	(R) (AP) (†) (J) (5¢, 75¢m, $2.50) (131)	Dispatch Pub. Co. James Logie, Pres.-Pub.	John A. Curry James Logie		James Logie	L. R. Hancock James Logie (n)	F. A. Araiza E. F. Vickers (j)
NOGALES 6,001	Herald (e) 3,117	.036		(I) (AP) (J) (131)	H. R. Sisk			H. R. Sisk H. C. Wayte (bm) Mrs. D. Roesner (cm)	H. C. Wayte Mrs. D. Roesner (cl)	E. F. Stoller H. C. Wayte (j)
PHOENIX 48,212 122,445 (Met. Zone)	Arizona Republic (m) 35,442 Gazette (e) 18,361 Combined daily (me) 53,803 Arizona Republic (S) 40,523 Evening & Sunday (eS) 58,884	.17 .19		(I) (AP, UP) (†) (J) (5¢, 7 em-c, 90em-m-S) (133)	Arizona Pub. Co. Chas. A. Stauffer (Ch-Bd) Chas. A. Stauffer (Pub-m) W. W. Knorpp, Pres. W. W. Knorpp (Pub-e)	C. G. Nuckolls (e) J. W. Spear (m) B. P. Lynch (man. ed.)	Grey Tipton (ce-m) C. G. Nuckolls (ce-e) Geo. Moore (sp-m) Larry Grill (sp-e)	W. W. Knorpp Sidney Myers (bm) Oliver King (cm)	Fred Myers Bob Hall (n) Lee Hover (cl)	C. H. Hanlen Fred O. Adams (j)
PRESCOTT 3,587	Courier-Journal (m) 324 Courier (e) 4,532 Combined daily (me) 4,856 Courier-Journal (S) 4,856	.045		(D) (AP) (†) (J) (5¢, $1m, $2.50) (114-9)	Prescott Courier, Inc. W. P. Stuart, Pres.	Margaret Hirshfield	Earl Ammerman	J. W. Walden Edna Gentry (cm)	Geo. Briggs, Jr Mrs. Alice McClure (cl)	A. J. Doud
TUCSON 32,506	Citizen (e) 10,247	.06		(I) (AP, UP) (†) (ROP-1) (5¢, 15¢w, 65¢m, $3) (114-28)	Citizen Pub. Co. Wm. A. Small, Pres. Wm. H. Johnson, Pub.	A. K. Parker Wm. Holzhauser	Maston Jacks Henry Squire (sp)	Wm. H. Johnson W. A. Small (bm)	W. A. Small Tom S. Miller (n) C. Richard Hansen (cl)	V. Moreno
	Arizona Star (m) 11,711 Arizona Star (S) 12,417	.06 .06	.045 .045	(I) (AP) (ROP-1) (†) (5¢, 20¢w, 85¢m, $3) (36-9)	State Consolidated Pub. Co. W. R. Mathews, Pres.-Pub.	W. R. Mathews J. F. Weadock	Fred Finney Vic Thornton (sp)	Geo. W. Chambers (bm) E. G. Gay (cm)	Geo. W. Chambers Carl N. Smith (n) Jack Underwood (cl)	G. N. Cooke
YUMA 4,892	Sun & Sentinel (e) 4,498	.045	.045	(I-D) (UP) (†) (J) (5¢, 15¢w, 60¢m) (131)	Sun Ptg. Co. R. E. Osborn, Pres.-Pub.	Karl Allen	Wm. G. Kneeland	R. E. Osborn Susan Hague (bm) Margaret Bolman (cm)	Bert Wood	Carl Ward

ARKANSAS

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ARKADELPHIA 3,380	Siftings Herald (e)		.025	(I) (AP) (5¢) (5)	P. McCorkle	P. McCorkle		M. L. Nesbitt (cm)		
BATESVILLE 4,484	Guard (e) 1,805	.021	.014	(D) (UP) (†) (J) (2¢, 10¢w, 40¢m) (5)	Guard Record Co., Inc. O. E. Jones, Pres.	O. E. Jones R. C. Wann	Farrell Conner	R. C. Wann Dorr Hayden (cm)	R. C. Wann	Frank Shirrell
BLYTHEVILLE 10,095	Courier-News (e) 5,197	.04	.032	(I-D) (UP) (†) (5¢, 15¢w, 65¢m) (126a)	Courier-News Co., Inc. Harry W. Haines, Pub. Frank W. Leahy, Pres.	J. Graham Sudbury Harry W. Haines	M. Norris J. Sudbury (sp)	Harry W. Haines Cary McFarland (cm)	Samuel F. Norris Thos. Phillips (cl)	Steve Brooks
CAMDEN 7,273 10,660 Pub. Est.)	News (e) 3,868	.035		(D) (AP, UP) (†) (J) (5¢, 15¢w) (5)	News Pub. Co. C. E. Palmer, Pres.	Alfred W. Rose		A. Roy Allen Miss Floy Pope (cm)	A. Roy Allen I. L. Bauerlein (cl)	E. O. Eason
CONWAY 5,334	Log Cabin Democrat (e) 1,439	.025	.025	(D) (AP) (J) (5¢, 50¢m) (5)	Conway Ptg. Co.	Frank E. Robins	Joe B. McGee (sp)		J. W. Byrd, Jr.	E. G. Riedmatten
DE QUEEN 2,938	Citizen (e) 1,078	.02	.02	(D) (UP) (†) (J) (5¢, 10¢w, 45¢m) (5)	DeQueen Bee Co., Inc. A. L. Kimball, Pres. Ray Kimball & A. L. Kimball, Pubs.	E. B. Smith Ray Kimball	E. B. Smith	Ray Kimball R. B. Kite (cm)	Calvin Mannen	A. L. Kimball
EL DORADO 16,421	News (m) 6,421 Times (e) 2,817 Combined daily (me) 9,238 News (S) 6,421 Evening & Sunday (eS)	.06 .06	.06 .06	(I-D) (AP, UP) (†) (ROP-2) (5¢, 15¢w-e, 20¢w-m, $1.25) (5)	News-Times Pub. Co. C. E. Palmer, Pres.-Pub.	Robt. T. Hays		John H. Vogel (gm-cm) Walter E. Hussman (bm)	Johnnie Jones Marguerite Hargrove (cl)	W. J. Swatzell
EUREKA SPRINGS 2,276	Times-Echo (e)		.025	(D) (J) (5¢) (5)		S. A. Diehl		W. E. Diehl		
FAYETTEVILLE 7,394	N. W. Arkansas Times (e) 4,389	.035	.035	(I) (AP) (†) (2¢, 12¢w, 50¢m, $1) (126a)	Democrat Pub. Co. R. W. Fulbright, Pres. Fulbright Invest Co., Pubs.	James Bohart L. S. Read	James Bohart	Hal Douglas (gm-bm) Floyd Elliott (cm)	Everett Hart Hal Douglas (n) Floyd Elliott (cl)	E. Murphy
FORREST CITY 4,594	Times-Herald (e) 1,435	.021	.021	(D) (UP) (†) (J) (2¢, 10¢w, 45¢m, $1) (5)	Times-Herald Pub. Co., Inc. John T. Durst, Pres.-Pub.	John T. Durst Walter V. Durst	Mary F. Johnston Raoul Carlisle (sp)	John T. Durst Walter V. Durst (bm)	John T. Durst	R. H. Caldwell
FORT SMITH 31,429 37,131 (ABC City)	Southwest American (m) 14,879 Times-Record (e) 9,031 Combined daily (me) 23,910 Southwest Times-Record (S) 24,011	.10 .10	.10 .10	(D) (AP) (ROP-1) (†) (5¢, 18¢w, 78¢m, $2.50) (106)	Times-Record Co. J. S. Parks, Pres.-Pub.	C. F. Byrns C. A. Ver Beck (me)		J. S. Parks G. C. Gardner (cm)	H. K. Seymour H. Robinson (n) H. K. Seymour (cl)	A. W. LaVasque
HARRISON 3,656	Times (e) 1,750 Sunday edition (S) 1,750	.025 .025		(I-D) (UP) (†) (J) (5)	Times Pub. Co.	Thos. M. Newman	Miss Clyde Greenhaw	John R. Newman (bm)		H. DeHass Frank Dodson (j)
HELENA 8,316 16,560 (Ctr. Helena)	East Ark. Record (e) 4,562 Sunday edition (S) 4,562 World (e) 4,735 Sunday edition (S) 4,735	.025 .025 .03 .03	.025 .025 .03 .03	(I) (UP) (†) (J) (5¢, 15¢w, 65¢m) (25)	East Ark. Pub. Co., Inc. F. W. Schatz, Pres. K. B. Lasswell, Pub.	Clarence Bruce	Ted Woods	Kenneth B. Lasswell Robt. Etter (cm)	Dorothy McDonald K. B. Lasswell (n) Mildred Harris (cl)	Geo. Crawford
HOPE 6,008	Star (e) 4,103	.035		(I) (AP) (†) (ROP-1) (J) (5¢, 15¢w, 65¢m, $1.67) (5)	Star Pub. Co., Inc. C. E. Palmer & A. H. Washburn, Owners C. E. Palmer, Pres. A. H. Washburn, Pub.	A. H. Washburn Leonard Ellis		Alex H. Washburn Leonard Ellis (cm)	Kelly Bryant Paul Jones (cl)	G. W. Hosmer C. C. Westerman (j)
HOT SPRINGS 20,238	Sentinel-Record (m) 5,283 New Era (e) 5,141 Combined daily (me) 10,424 Sentinel-Record (S) 5,423 Evening & Sunday (eS)	.06 .06	.055 .055	(I-D) (AP, UP) (ROP-1) (†) (5¢) (5)	Southern Newspapers, Inc. C. E. Palmer, Pres.-Pub.	Robert S. Dean	Roy Bosson (sp)	Charles Goslee Earl Miller (cm)	John Q. Holder Nona Christopher (cl)	F. C. Pamplin

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
JONESBORO 10,326	Sun (e)	5,554	.03	...	(D) (AP) (†) (5¢) (25)	W. O. Troutt & Sons	Fred D. Troutt	John W. Troutt	W. O. Troutt (bm) Hazel Bowlin (cm)	Fred D. Troutt	Wm. Bauer
	Tribune (e)	5,113	.03	.02	(I) (UP) (†) (5¢, 15¢w, 50¢m) (126a)	Tribune, Inc. Donald Murray, Pres.-Pub.	Donald Murray Wallace White	Wallace White Billy Shelton (sp)	Donald Murray	Donald Murray	C. L. White
LITTLE ROCK 81,679 110,000 (ABC City)	Arkansas Democrat (e)	42,805	.11	.093	(D) (AP, UP) (ROP-1) (†) (3¢, 5¢S, 20¢m, 1.75d, $3) (13)	Arkansas Democrat Co. K. A. Engel, Pres.-Pub.	W. T. Sitlington (me)	Deane Allen Allen Tilden (sp)	K. A. Engel R. T. Bragg (bm) C. A. Lane (cm)	E. J. Herndon J. W. Smith (n) R. E. Lake (cl)	G. A. Griffin
	Sunday edition (S)	51,489	.12	.101							
	Arkansas Gazette (m)	57,141	.13	...	(D) (AP) (†) (5¢, 20¢w) (15)	Gazette Pub. Co. J. N. Heiskell, Pres.	J. N. Heiskell Clyde Dew	J. J. Ward Ben Epstein (sp)	Fred W. Allsopp (bm) M. D. Nicholson (cm)	W. C. Allsopp (adv-dir) Brom Ridley (loc) Cyril E. Deese (n) Luther Wilkins (cl)	A. N. Guthrie
	Sunday edition (S)	75,961	.15	...							
MAGNOLIA 3,000	Banner-News (e)	1,293	.021	...	(D) (AP) (†) (J) (5¢) (5)	Banner News Pub. Co., Inc. J. O. Hutcheson, Pres. Ray Kimball, Pub.	J. B. McKinley		Wm. Jones (bm)		Wm. Jones (j)
MALVERN 5,115	Record (e)	1,200	.021	...	(D) (J) (none)	J. H. Beerstecher	J. H. Beerstecher				
MENA 3,118	Star (e)	926	.02	.02	(D) (UP) (†) (J) (5¢, 13¢w, 55¢m) (none)	Mena Star Co., Inc. E. W. St. John, Pres.	Ernest W. St. John	E. W. St. John C. A. Grove (sp)	E. W. St. John D. D. Clement (bm)	D. D. Clement	O. O. Ogden
NEWPORT 4,547	Independent (e)	1,225	.02	...	(D) (UP) (†) (J) (5¢) (5)	Mrs. A. C. Wilkerson, Pub.	Roy Evans	Roy Evans	Roy Evans	Mrs. Luella Weaver	Earle Evans
PARAGOULD 5,966	Press (e)	1,375	.025	...	(I-D) (AP) (5¢, 60¢m, $2.50) (none)	R. C. Wright	Rupert C. Wright		R. C. Wright Mrs. R. C. Wright (cm)	Mrs. R. C. Wright (cm)	
PINE BLUFF 20,760	Commercial (e)	8,177	.05	...	(D) (AP) (†) (5¢) (5)	Newman & Freeman E. W. Freeman, Pres.-Pub.	W. B. Sorrells, Jr.	Clyde Martin Bill McClain (sp)	E. W. Freeman, Jr. W. F. Hawley (cm)	G. N. Freeman	G. R. Hill Geo. Gerin (j)
	Graphic (m)	6,815	.04	.03	(D) (AP) (15¢w, 65¢m, $2.50) (25)	George H. Adams	Claude Curlin	Gene Smith (ce)	George H. Adams Ted Daniels (cm)	Wm. H. Hutt, Jr. Ann Collier (cl)	D. T. Sheffield
	Sunday edition (S)	6,815	.04	.03							
PRESCOTT 3,033	News (e)	550	.014	...	(D) (UP) (J) (none)	Archie W. Johnson			Archie W. Johnson		
ROGERS 3,554	News (e)	....	.03	...	(I-D) (UP) (†) (5¢) (126a)	Everett W. Pate, Pub.	Everett W. Pate Joe G. Hudgens		Everett W. Pate I. Whitlock (cm)	Tom Lincoln E. W. Pate (n) Ines Whitlock (cl)	L. Beokham
RUSSELLVILLE 5,628	Courier-Democrat (e)	2,470	.025	...	(I) (AP) (†) (5¢) (5)	J. A. Livingston	J. A. Livingston	E. L. McDonald	J. A. Livingston E. K. Wharton (cm)	C. L. Lovesy	Haynes Bringle
SEARCY 3,387	Citizen (e)	810	.02	...	(D) (AP) (J) (3¢, 10¢w, 40¢m) (5)	J. J. Baugh, Pub.	J. J. Baugh	J. J. Baugh	M. P. Jones, Jr.	M. P. Jones, Jr.	B. R. Johnson (j)
SILOAM SPRINGS 2,378	Herald-Democrat (e)	2,515	.025	...	(I) (†) (J) (5¢) (5)	A. W. Perrine	A. W. Perrine			A. W. Perrine	A. W. Perrine, Jr.
STUTTGART 4,927	Leader & Arkansawyer (e)	1,950	.025	...	(D) (UP) (†) (J) (5¢) (5)	Grand Prairie Leader W. L. Kennedy, Pres. F. L. Anderson and W. L. Kennedy, Pubs.	W. L. Kennedy	Mrs. Margaret Stranger	F. L. Anderson (bm)		Frank Martin
TEXARKANA 27,366 See also Texarkana, Tex.	Gazette (m)	10,558	...	...	(I-D) (AP, UP) (†) (ROP-1) (5¢d, 20¢w-m, 15¢w-e, 85¢m-m, 65¢m-e, $2d, $3S) (121)	Texarkana Newspapers, Inc. C. E. Palmer, Pres.-Pub.	Henry Humphrey	J. O. Mahaffey Garvise Norwood (sp)	Henry Humphrey W. E. Hussman (cm) C. B. Baker (cm)	Walter E. Hussman Georgia Miles (cl)	Ben Waterston
	News (e)	5,653	...	...							
	Combined daily (me)	10,558	.08	.07							
	Sunday edition (S)	12,543	.08	.07							
WYNNE 3,505	Star-Progress (e)	2,591	.02	...	(I) (UP) (†) (J) (5)	Roland Hughes, Pub.	Harmon Elder	Harmon Elder (sp)	Roland Hughes Miss K. Irby (cm)	Roland Hughes Miss K. Irby (cl)	V. Robinson

CALIFORNIA

City Population	Name of Newspaper, Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALAMEDA 35,033	Times-Star (e)	5,693	.045	...	(I) (UP) (†) (ROP-3) (3¢, 50¢m) (131)	Times-Star Pub. Co. A. Kofman, Pres.-Pub.	H. G. Spaulding	Cope Hartley Jack Clark (sp)	A. Kofman (bm) T. H. Neveau (cm)	Dale Rarick W. Cooks (n) Helen Sweet (cl)	J. W. Pratt
ALHAMBRA 29,472	Post-Advocate (e)	6,565	.055	...	(I) (AP) (†) (ROP-2) (3¢, 15¢w, $1.95) (131)	So. Calif. Assoc. Newspapers C. F. Waite, Pres. H. C. Burkheimer, Pub.	C. I. Ward	George Service John Curnow (sp)	H. C. Burkheimer W. F. Cook (bm) J. C. Buttemer (cm)	P. E. Ritcha	S. J. Wills (comp rm) J. Richardson (Press & stereo)
ANAHEIM 10,997	Bulletin (e)	2,897	.04	.04	(R) (UP) (†) (ROP-1) (3¢, 60¢m, $1.50) (131)	Anaheim Bulletin Pub. Co., Inc. Lotus H. Loudon, Pres.-Pub.	Floyd McCracken	Floyd McCracken James Heffern (sp)	Lotus H. Loudon Richard Fischle, Jr. (bm) Robert H. Jacobs (cm)	Leon Wray Mildred Taggart (cl)	Fred Van Raes
ANTIOCH 4,000	Ledger (e)	1,618	.03	...	(I) (UP) (†) (J) (5¢, 40¢m, $3) (28)	Ledger Pub. Co. W. B. Stafford & W. G. Bailey, Pubs.	W. B. Stafford W. G. Bailey	Carl Johnson (sp)	W. G. Bailey (bm) Geo. O. Curtis (cm)		Alex. Davidson (j)
BAKERSFIELD 26,015	Californian (e)	15,667	.065	...	(D) (AP, UP) (†) (J) (5¢, 30¢w, $2.50) (14-131)	Alfred Harrell	Alfred Harrell David Anderson	Ralph Kreiser James Day (sp)	Walter Kane	Geo. DeArmond	Elmer Forgy
BERKELEY 82,109	Gazette (e)	10,297	.06	.043	(R) (UP) (†) (ROP-4) (J) (5¢, 70¢m, $2) (28)	Gazette Pub. Co. Mrs. Flora E. Dunscomb, Pres. Geo. B. Dunscomb, Pub.	James E. Wales Campbell Watson (me)	H. W. Johnson Phil Rolfe (sp)	Ralph Frankis (cm)	I. D. Putnam Katherine Robertson (cl)	Paul Moffett E. H. Zarley (j)
BRAWLEY 10,437	News (e)	2,718	.035	...	(I) (UP) (†) (J) (5¢) (28)	M. Ethel Witter, Pub.	L. H. Beason		Allen T. Witter Jas. Whitehead (cm)	Roy R. Hunt Violet Shank (cl)	Al. Neal
BURBANK 16,662	Review (e)	2,723	.04	...	(I) (UP) (J) (3¢, 5¢S) (132)	Review Ptg. Co. Harvey R. Ling, Pres.-Pub.	L. an Monroe James H. Dooley		Harvey R. Ling B. William Doyle (cm)	Chas. M. Hickey A. S. McLorg (cl)	Robt. Dussault (j)
	San Fernando Valley Tribune (S)	2,830	.045	...							
BURLINGAME 13,270	Advance (e)	3,798	.045	.045	(I) (UP) (†) (J) (5¢, 15¢w, 50¢m, $2.50) (131)	Peninsula Newspapers, Inc. George F. Morell, Pres.	F. O. Glover	T. M. Wiget Arthur Stokes (sp)	Geo. A. McQueen Joe Massey, Jr. (cm)	R. C. Marcus J. M. McGrath (n) Don E. Smith (cl)	H. O. Wolaver E. H. Light (j)
CALEXICO 6,297	Chronicle (e)	1,290	.025	...	(I) (UP) (†) (J) (5¢) (28)	M. Wieben; O. DeLos Cobos; Edna Clements, Bess Stacy, Pubs.		Dorian Stout	Bess Stacy (bm)	W. A. McCampbell	M. L. Wieben Paul Payne (j)
CHICO 7,961	Enterprise (e)	2,583	.03	.03	(I-R) (AP) (†) (5¢, 60¢m) (131)	Enterprise Pub. Co. F. J. O'Brien, Pres.	F. J. O'Brien G. A. Cowan	G. A. Cowan Jess Woodmansee (sp)	F. J. O'Brien C. J. Dahl (bm) Don Camper (cm)	C. J. Dahl Beatrice Hart (cl)	L. E. Broyles
	Record (m)	2,245	.03	.025	(I-D) (UP) (†) (5¢, 60¢m, $2.50) (none)	Richards & Deuel	C. H. Deuel and V. C. Richards	Ralph Rivet	V. C. Richards (bm) Chas. Clark (cm)	R. R. Aveson	Emil Bardill
	Record (S)	2,268	.03	.025							
COALINGA 2,851	Record (e)	1,153	.025	...	(R) (UP) (J) (none)	McCollum & Mason	F. J. McCollum	A. J. McCollum (sp)	H. M. Mason Rowland Dow (cm)	H. M. Mason	H. M. Mason
COLTON 8,014	Courier (e)	1,369	.03	.03	(R) (AP) (†) (J) (3¢, 25¢m, $1) (none)	F. S. & V. G. Hosfelt F. S. Hosfelt, Pub.	Verna Gates Hosfelt	L. B. Harrison	Frank Hosfelt K. W. Alexander (bm) L. B. Harrison (cm)	K. W. Alexander I. L. Kendall (cl)	W. W. Elliott

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
COLUSA 2,116	Sun-Herald (e) 1,763	.03	...	(I) (UP) (5¢) (131)	Sun-Herald Pub. Co. Mrs. Martha Holloway, Pres. W. G. Brill, Pub.	Wilbur G. Brill		J. H. Athearn (bm) R. Strickler (cm)	Maxime H. Brill (n)	Verbie Mayberry
	Times (e) 1,965	.03	.03	(I) (AP) (†) (J) (5¢, 50¢m) (none)	I. G. Zumwalt Co. I. G. Zumwalt, Pres.-Pub.	F. B. Mickelson Zerrel Bransford	F. B. Mickelson	J. M. Kaveney W. R. Chesley (cm)	Zerrel Bransford	A. A. Rose
CORNING 1,370	Observer (e) 984	.021	.021	(D) (UP) (J) (5¢) (132)	Mrs. B. M. Harper	F. M. Mosher, Jr.	F. W. Mosher, Jr. (sp)	Buena M. Harper B. Newlin (cm)		A. C. Keiser
CORONA 7,018	Independent (e) 1,116	.025	.025	(I) (UP) (†) (J) (5¢, 50¢w, $2.50) (25)	Col. E. L. Peterson, Pub.	J. E. Blair	J. E. Blair Gerald Holtman (sp)	G. M. Blair W. E. Blair (bm) M. P. Miller (cm)	Walter E. Blair Helen G. Blair (n)	Geo. Munroe A. M. Creech (j)
CULVER CITY 5,501	Star-News (e) 1,835	.04	.04	(I-R) (AP) (†) (2¢, 10¢w, $1) (131)	Sou. California Assoc. Newspapers C. F. Waite, Pres. Wm. Shea, Pub.	Wm. Shea Carl F. Blaker	Carl F. Blaker	Wm. Shea Kirk Boott (bm) Dave Duncan (cm)	Robert L. Curry C. E. Freeman (n) Arthur Carlson (cl)	Earl Leavitt
EL CENTRO 8,434	Imperial Valley Press (e) 3,543	...	...	(I) (UP) (†) (J) (5¢, 60¢m) (131)	Imperial Valley Pub. Co. Paul Jenkins, Pres.-Pub.	Paul Jenkins Edwin A. Fitzhugh	Logan H. Jenkins Burdette Kinne (sp)	Paul A. Jenkins S. E. Shaw (bm) Arthur Davis (cm)	A. C. Johnston E. L. Taggart (cl)	Herbert Mann Roy McKelvey (j)
	Morning Post (m) 3,068	...	...							
	Combined daily (me) 6,611	.055	.05							
	Post-Press (S) 6,611	.055	.05							
ESCONDIDO 3,421	Times-Advocate (e) 1,025	.025	...	(I) (UP) (†) (J) (5¢) (none)	Percy Evans	Percy Evans	Alan B. McGrew	Percy Evans Vera Thompson (cm)	Alan McGrew Percy Evans (n)	Wm. Bockus Aubrey Ashley (j)
EUREKA 15,572	Humboldt Standard (e) 7,001	.055	.055	(I) (UP) (†) (ROP-1) (5¢, 21¢w, 90¢m, $2.50) (131)	Standard Ptg. Co. Mrs. C. L. Day, Pres. Don O'Kane, Pub.	Don O'Kane F. F. Flaherty (me)	Buster DeMotte Laurence Beal (sp)	Don O'Kane Norman F. Keaton (cm)	C. B. Otis John Nelson (cl)	C. Harms
	Humboldt Times (m) 6,005	.055	.055	(R) (AP) (†) (ROP-1) (J) (5¢, 25¢w, 90¢m, $2.50) (78-28)	Times Ptg. Co. J. H. Crothers, Pub.					Arthur M. Smith (j)
	Humboldt Times (S) 7,078	.055	.055							
FRESNO 52,513	Bee (e) 47,707	.14	...	(I) (UP, AP, INS, McNS) (†) (ROP-3) (5¢d, 10¢S, $1.05m, $2.48) (95)	James McClatchy Pub. Co. Eleanor McClatchy, Pres. G. C. Hamilton, V.-P. & G. M.	Walter Jones H. R. McLaughlin	Geo. Popovich Ed Orman (sp)	G. C. Hamilton G. L. Engstrom (bm) Alex Schers (cm)	R. W. Millard Maxwell Armstrong (n) R. J. Horan (cl)	A. M. Lucas
	Sunday edition (S) 47,582	.14	...							
FULLERTON 10,860	News-Tribune (e) 3,305	.04	...	(I) (UP) (†) (3¢, 50¢m, $1.50) (131)	Fullerton Pub. Co. Edgar F. Elfstrom, Pres.-Pub.	E. F. Elfstrom Paul Wright	Paul Wright (sp)	E. F. Elfstrom H. G. Maxwell (cm)	W. N. Long Margaret Elliott (n) Anita Dakovich (cl)	
GILROY 3,502	Dispatch (e) 1,671	.025	.025	(I-D) (UP) (†) (J) (5¢, 25¢w, 50¢m, $2) (131)	Anderson Browne & J. M. Marmaduke, Pubs.	Anderson Browne	Kenneth Fox Dominic Masini (sp)	James M. Marmaduke Virginia B. Marmaduke (cm)	James M. Marmaduke Hazel E. Martin (cl)	Claire Carlyle Wm. Mounts (j)
GLENDALE 67,736	News-Press (e) 13,137	.06	.08	(I) (AP, UP) (†) (ROP-4) (J) (3¢, 15¢w, $1.50) (131)	Sou. California Asso. Newspapers C. F. Waite, Pres. William S. Kellogg, Pub.		J. C. Safley C. C. Park (sp)	W. S. Kellogg C. W. Gregory (bm) Wesley Burhle (cm)	A. S. Adams E. C. Resh (n) Frederick Cobley (cl)	C. H. Ruhmland S. J. Felix (j)
GRASS VALLEY 4,006	Union (m) 2,804	.03	...	(I) (AP) (J) (†) (5¢) (133)	Union Pub. Co. W. F. Prisk, Pres. M. Henry Argall, Pub.	E. G. Kinyon Robt. T. Ingram	Robt. J. Deward R. T. Ingram (sp)	M. Henry Argall Wm. Horan (cm)	Earl Caddy Wm. Horan (n)	J. D. Truscott
	Sunday edition (S) 2,804	.03	...							
HANFORD 7,028	Journal (m) 1,556	...	...	(I) (UP) (†) (J) (5¢, 30¢w, 60¢m-m, 75¢m-e, $2.50) (131)	J. E. Richmond, Pub.	J. E. Richmond	Robt. E. Smith and R. R. Brown Edd Rountree (sp)	J. E. Richmond J. Y. Kerr (cm)	F. E. Newton	M. D. Fuller
	Sentinel (e) 1,159	...	...							
	Sunday edition (S) 1,556	.045	.045							
	Combined daily (me) 2,715	.045	.045							
HAYWARD 5,530	Review (e) 3,996	.035	.035	(I) (UP) (†) (J) (5¢, 40¢m) (131)	J. J. and K. K. Hooper, Pubs.	John J. Hooper	D. E. Watrous	Tex Hooper (bm) Vernon Shields (cm)	C. E. Bowles E. J. Pearl (n) Margaret Hooper (cl)	
HOLLISTER 3,757	Free Lance (e) 1,714	.025	.025	(R) (UP) (†) (J) (5¢, 15¢w, 60¢m, $2.50) (131)	M. F. Hoyle	Bruce Craver	Wm. Carnie, Jr.	M. F. Hoyle Mae Renfrew (cm)	Wm. R. Shanks	Peter Borovic M. C. Arthur (j)
HOLLYWOOD 153,294	Citizen-News (e) 26,719	.13	.10	(I) (AP, UP) (†) (ROP-3) (J) (3¢, 60¢w) (36-50)	Citizen-News Co. H. G. Palmer, Pub.	H. G. Palmer H. E. Swisher	Harold N. Hubbard	Harlan G. Palmer T. Harwood Young (bm) Clarence Rippeto (cm)	T. Harwood Young H. H. Sternberg (n) J. R. Tobin (cl)	Harold Winn Horace Turner (j)
HUNTINGTON PARK 24,591	Signal (e) 5,217	.06	.05	(I) (UP) (†) (ROP-3) (J) (2¢, 40¢m) 131)	LeRoy Sanders, Pub.	Lester Adams		L. G. Sanders Max Brunstein (bm) Wm. Geddes (cm)	Frank E. Bauer Harry Ward (cl)	W. Aspeneliter C. R. Gittings (j)
INGLEWOOD 19,480	News (e) 4,672	.04	...	(I) (UP) (†) (J) (3¢) (131)	Hubert H. Shaw	J. L. Rosenberg	J. L. Rosenberg	Hubert H. Shaw John Conrad (cm)	Ralph Conrad Harry Gill (cl)	C. Schnerk Wm. Harkins (j)
LODI 6,788	News-Sentinel (m) 4,332	.035	.035	(I) (UP) (†) (5¢ 40¢m) (131)		Clyde C. Church	J. R. Thompson W. H. Homan (sp)	A. W. Marquardt Wensel Kraemer (cm)	D. B. Rinfret	P. Lerindigue
	Times (m) 2,688	.035	...	(I) (AP) (†) (J) (5¢, 30¢w) (28)	Times Pub. Co. C. H. & Geo. E. Moore, Pubs.	C. H. Moore W. R. Collins	E. M. Bauer, Jr. C. Moore (sp)	G. E. Moore Jay Susman (cm)	H. Harrison G. E. Moore (n)	D. H. McElroy F. O. Bryant (j)
LONG BEACH 142,032	Sun (m) 11,435	...	...	(R) (AP, UP) (†) (J) (ROP-3) (133)	Press-Telegram & Sun Pub. Co. W. F. Prisk, Pres.-Pub.	W. F. Prisk Walter Case (me-m) Frank M. Selover (me-e)	Frank P. Goss (e) Ruskin Dunfee (m) Frank Blair (sp-e) Jack Swain (sp-m) H. K. Johnston (Su)	Chas. W. Paddock Wm. Snell (cm)	G. L. Burt W. L. Maplethorpe (n) Robt. Maxwell (cl)	J. K. Jenkins T. V. Wood
	Press-Telegram (e) 43,587	...	...							
	Combined daily (me) 55,022	.19	...							
	Press-Telegram (S) 53,282	.17	...							
	Evening & Sunday (eS) ...	.19	...							
LOS ANGELES 1,238,048	Examiner (m) 209,217	.44	.35	(I) (AP, INS) (†) (ROP-3) (J) 5¢, 30¢w, $1.30m) (12)	Hearst Publications, Inc. W. R. Hearst, Pres. Richard A. Carrington, Jr., Pub.	R. T. Van Ettisch (me)	James Richardson Al Santoro (sp) Arthur Dunning (Su)	Robt. M. Mount (bm) John Black (cir.-dir.)	S. P. Bartlett (ad.-dir.) C. W. Horn (cl)	R. V. Edwards
	Examiner (S) 537,876	.85	.55							
	Herald & Express (e) 242,138	.60	...	(I) (AP, UP, INS, DJ) (†) (ROP-2) (J) (5¢, 90¢m, $3) (11)	Hearst Publications, Inc. L. A. Herald-Express Dept. Dr. F. F. Barham, Pub.	Dr. Frank F. Barham J. B. T. Campbell	Harold P. Fetter George T. Davis (sp)	Dr. Frank F. Barham D. G. Keeler (bm) W. J. Harrison (cm)	Arthur Holliday E. O. Menz (n) G. L. Lancaster (cl)	L. M. Richardson H. A. Vieux (j)
	Journal (m) 2,106	.06	...	(I) (UP) (none)	Journal Co.	Douglas Wilson		Wm. W. Roe	C. P. Donnell (n)	
	News (m) 97,606	...	...	(UP) (ROP-3) (3¢) (92)	Stockholders Pub. Co., Inc. Manchester Boddy, Pres.-Pub.	Manchester Boddy J. W. Ward (m) Lee Payne (e)	John Keyes (m) Ned Cronin (sp-e) Chas. Judson (e) Kenneth Frogley (sp-m)	Robt. L. Smith Dutton O'Brien (cm)	Chas. E. Arnn (ad.-dir.) F. C. Addleman (ad. mgr.) Hal F. Lindley (n) F. H. Tierney (cl)	A. F. Stanley
	Evening News (e) 100,651	...	...							
	Combined daily (me) 198,257	...	...							
	Times (m) 214,340	.42	.225	(R) (AP, UP) (*S) (†) (ROP-3) (J) (5¢d, 10¢S, 30¢w, $1.30m, $3d, $6.50S) (133)	Times-Mirror Co. Harry Chandler, Pres.-Pub.	L. D. Hotchkiss	Guy Stafford Paul Zimmerman (sp) Robt. White (Su)	Norman Chandler J. Baum (bm) Ray Marx (cm)	Walter Pfaffenberger E. A. Hartford (n) J. B. McCormick (cl)	Philip Chandler H. Chandler (j)
	Times (S) 350,096	.60	.28							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MADERA 4,665	Tribune & Mercury (e) 1,511	.025	...	(I) (UP) (J) (5c) (131)	Geo. A. Clark & H. A. Clark	H. A. Clark	H. A. Clark Robt. Shuman	Geo. A. Clark	Geo. A. Clark	Geo. A. Clark
MARTINEZ 6,569	Contra Costa Gazette (e) 4,204	.04	.04	(R) (UP) (†) (J) (5c, 50cm) (131)	Contra Costa Pub. Co., Inc. W. R. Sharkey, Pres.-Pub.	Cyril L. Cairns	Ernest Marchi (sp)	Will R. Sharkey H. D. Lyford (bm) Elmo Crow (cm)	Fred. Warnholz	H. D. Lyford
MARYSVILLE & YUBA CITY 5,763-3,605	Appeal-Democrat (e) 6,021	.045	.045	(I) (UP) (†) (5c, 15cw, 65cm, $2.50) (131)	Marysville-Yuba City Pubs., Inc. H. E. Thomas, Pres.-Pub.	Earl C. Brownlee	Eddie Burt (sp)	Horace E. Thomas A. C. Matheny (cm)	Chas. A. Williams H. E. Thomas (n)	T. J. Ryan
MERCED 7,066	Sun-Star (e) 6,028	.045	.033	(I) (UP) (†) (J) (5c, 15cw, $2.50) (131)	Merced Star Pub. Corp. Hugh McClung, Pres. Hugh & Peter McClung, Pubs.	Peter McClung	Robt. Shuman Edson Burrows (sp)	Hugh McClung (bm) Chas. L. Henck (cm)	Wm. S. Grant Dorothy Solis (cl)	John Carlisle E. D. Johnson (j)
MODESTO 13,482	Bee (e) 12,195	.07	...	(I) (AP, UP, INS, McNS) (†) (ROP-3) (5c, 85cm) (95)	James McClatchy Pub. Co. Eleanor McClatchy, Pres. G. C. Hamilton, V.-P. & G. M.	Walter P. Jones Harry E. Conway	Max Foster Jas. Roach (sp)	G. C. Hamilton (gm) W. B. O'Shea (bm) J. N. Stone (cm)	Al. Steinman Wm. B. O'Shea (n) H. W. Underwood (cl)	M. J. Schoenfeld
MONROVIA 10,890	News-Post (e) 2,923	.04	...	(R) (AP) (J) (2c) (131)	Sou. California Asso. Newspapers C. F. Waite, Pres. Chas. F. Davis, Pub.	Elwood Irwin		Walter W. Marto	Walter W. Marto	
MONTEREY 9,141	Peninsula Herald (e) 5,207	.04	.04	(I) (AP, UP) (†) (5c, 75cm, $1.50) (131)	Peninsula Daily Herald Co. Allen Griffin, Pres.-Pub.	Allen Griffin Wm. O'Donnell	Marvin T. Londahl Winsor Josselyn (sp)	James G. Merlo (bm) Howard Reed (cm)	James G. Merlo Ted Ziel (n) Jas. G. Merlo (cl)	A. H. Clickart
NAPA 6,500	Journal (m) 2,986 Sunday edition (S) 2,986 Register (e) 3,577	.03 .03 .035	... ... .035	(D) (UP, CPA) (†) (J) (5c) (131) (I-D) (UP, INS) (†) (J) (5c, 65cm) (none)	George T. Provine Francis & Marois, co-owners George H. Francis, Pub.	Paul C. Donovan Geo. T. Provine Geo. H. Francis Theodore Marois	George Algeo Wyman Riley Wm. Bettencourt (sp)	Robt. J. Aiken Kate Provine (cm) Theodore Marois Mary C. Johnson (bm) Robt. Barwick (cm)	O. A. Anderson Kate Provine (cl) Cornelio C. Baca Theodore Marois (n) Lorelle Miller (cl)	Q. Grimm Melvin Dittmer
OAKLAND 432,898	Post-Enquirer (e) 46,389	.18	...	(I) (INS) (†) (ROP-3) (5c, 20cw, 80cm, $2.10, $3) (11)	Hearst Publications, Inc. W. R. Hearst, Pres. Morris A. Penter, Pub.	Carl Hoffman Howard H. Krueger (me)	Francis Piazzi Emmons Byrne (sp)	Victor Lattanner (cm)	Emil A. Nusbaum John F. Maher (cl)	R. L. Ratekin
	Tribune (e) 77,512 Sunday edition (S) 84,717	.21 .21	... ...	(R) (AP, UP) (†) (ROP-3) (J) (5cd, 10cS, $1.15m, $3d, $7.50S) (131)	Tribune Pub. Co. J. R. Knowland, Pres.-Pub.	J. R. Knowland L. S. Levy	Al. P. Peck Art Cohn (sp) Roy Sharpe (Su)	B. A. Forsterer (bm) P. M. Knox (cm)	H. C. Stovel (ad. dir.) J. O. Wright (loc.) C. L. Irish (n) M. J. A. McDonald (cl)	A. L. Lengel C. B. Hill (j)
OCEANSIDE 3,507	Blade-Tribune (e) 1,314	.025	...	(I) (UP) (†) (J) (5c, 50cm) (28)	H. N. & P. R. Beck, Pubs.	Harold N. Beck	Walter Hillam	Paul Beck W. A. Ross (cm)	Paul Beck Ora Magee (cl)	Ray Ellis
ONTARIO 13,577	Report (e) 4,303	.045	...	(I-R) (UP) (†) (ROP-1) (J) (3¢, 65cm, $1.60)	Jerene Appleby Hartnsh. Pub.	R. F. Graettinger (me)	James Bond (sp)	A. Q. Miller L. L. Sturges (cm)	J. A. Downey Betty Foss (cl)	Walter Axley
ORANGE 8,066	News (e) 2,687	.03	.03	(R) (UP) (†) (5c, 15cw, 60cm), (131)	Hart & Craemer	W. O. Hart	Ray S. Arguello	J. F. Craemer Zola Maag (cm)	O. G. Franke Zola Maag (cl)	C. J. A. Maibach
OROVILLE 3,072	Mercury-Register (e) 2,134	.03	.03	(I) (UP) (5c, 60cm, $3) (131)	Oroville Mercury, Ltd. D. L. Beebe, Pres.-Pub.	Dan L. Beebe Geo. Wangelin	Geo. Wangelin	Winifred Fowler (cm)	J. B. Hosmon	Phil Hefner
OXNARD 6,285	Courier (e) 1,732	.025	...	(R) (UP) (†) (J) (5c) (132)	J. J. Krouser & Sons	J. J. Krouser W. B. Krouser	W. B. Krouser	J. J. Krouser Charlotte Stahl (cm)	Harold T. Wells Charlotte Stahl (n)	Cecil Downs A. Raffetto (j)
	Press (e) 1,165	.025	.025	(I) (AP) (†) (J) (5c, 15cw, 50cm, $1.26) (131)	Dan W. Emmett	James P. Felton	Joe Paul, Jr.	Tom Wise Ralph Schaeffer (cm)	Charles Crowley Tom Wise (n) Emma Cash (cl)	Chet. Robertson
PALO ALTO 13,652	Times (e) 4,945	.05	.05	(I) (AP) (†) (5c, 25cw, 75cm) (131)	Peninsula Newspapers, Inc. Geo. F. Morell, Pres. Eugene C. Bishop, Pub.	Elinor V. Cogswell	Elinor V. Cogswell Beecher Kellogg (sp)	Eugene C. Bishop Charles T. Tyler (cm)	Jack W. Brobeck J. Morgan McGrath (n) Bryson Hills (cl)	John Mathison
PASADENA 76,086	Star-News (e) 20,948 Post (m) 20,694 Combined daily (me) 41,642 Post (S) 20,948	.13 .13 .19 .13	.115 .115 ... .115	(I-R) (AP, UP, INS) (†) (ROP-3) (J) (3cm, 5cc, 3cS, 90cm, $2m-S, $3c) (133)	Star-News Pub. Co. C. H. Prisk, Pres.-Pub.	Chas. H. Prisk	C. F. Shoop (e) Lee M. Merriman (m-S) Robt. O. Foote (sp)	C. H. Prisk E. T. Hamrick (cm)	Geo. R. Fugate Wm. Mincher (n)	J. T. Jenkins W. G. Peck (j)
PETALUMA 8,245	Argus-Courier (me) 3,309	.024	...	(R) (AP) (†) (5c) (131)	Olmsted Co., Inc. J. O. Olmsted, Pres.	John A. Olmsted	Harry Olberg Elwood Owen (sp)	John A. Olmsted D. A. McLean (cm)	Ellis H. Newsome	Clay Olmsted
PITTSBURG 9,610	Independent (m) 2,473	.035	...	(I) (UP) (†) (J) (28)	Mid-County Pub. Co. Ted Bishop, Pres.-Pub.	Ted Bishop				
	Post-Dispatch (e) 2,131	.035	.035	(I) (INS) (†) (J) (5c, 50cm) (131)	B. J. Abraham, Pub.					
PLACERVILLE 2,305	Republican (e) 893	.025	.025	(R) (UP) (†) (J) (5c, 50cm) (132)	Mountain Pub. Co. C. E. Barker, Pub.	V. E. Allen C. E. Barker	V. E. Allen	Mance H. Vaught (bm)	M. H. Vaught	E. W. Zueger
POMONA 20,804	Progress-Bulletin (e) 7,040	.05	...	(I) (AP, UP, INS) (†) (ROP-2) (J) (4c, 20cw, 75cm, $2) (131)	Progress-Bulletin Pub. Co. W. E. Stevens, Pres.	A. T. Richardson	Theo. Johnson	W. E. Stevens	James K. Peirsol	M. A. Johnson
PORTERVILLE 5,303	Recorder (e) 2,035	.03	...	(I) (UP) (†) (J) (5c, 60cm) (none)	Homer W. Wood	Homer W. Wood	Sardis Templeton	Homer W. Wood Alice C. McAuley (bm) Silvia Wylde (cm)	Alice C. McAuley	F. C. Smith (j)
RED BLUFF 3,517	News (e) 1,562	.025	.025	(I) (UP) (†) (5c, 65cm, $2.50) (131)	F. W. McKechnie, Jr.	F. W. McKechnie, Jr.	Jack Matteson	R. H. Boding (bm) Victor Werlhof (cm)	G. Wright	Samuel Hall
REDDING 4,188 9,112 (City Zone)	Courier-Free Press (e) 1,651	...	...	(I) (UP) (†) (J) (3cd, 5cS, 10cw, $1.50) (28)	Courier-Free Press Walter H. Fink, Pres.-Pub.	Walter H. Fink	Gilbert Grams	W. E. Brown (cm)	Jere Ivers Melba Neal (cl)	Virgil Neal Richard Miller (j)
	Searchlight (m) 1,938 Combined daily (me) 3,589 Combined Sunday edition (S)	... .045 .045	... ...		The Searchlight Walter H. Fink, Pres.-Pub.	W. H. Fink	Murray Hannon	W. E. Brown (cm)	Jere Ivers Melba Neal (cl)	Virgil Neal Richard Miller (j)
				(Note: On Nov. 12, the combined Sunday editions appeared. Estimated circulation, 3,789.)						
	Independent (m) 1,838	.025	...	(D) (INS) (J) (5c) (132)	E. G. Berger, Owner Thos. R. Kendall, Pub.	John Dowdakin	John Dowdakin	T. R. Kendall	T. R. Kendall	Carl Binger
	Record (e) 2,952	.035	.035	(I) (AP) (†) (3c, 10cw, $.85) (131)	Reading Record, Inc. Harry O. Bostwick, Jr., Pres.	P. C. Bodenhamer	R. Mallery	H. O. Bostwick, Jr. (bm) L. M. Brown (cm)	Larry McKeown H. O. Bostwick, Jr. (n)	V. F. Jones
REDLANDS 14,165	Facts (e) 2,703	.035	.028	(R) (UP) (†) (5c) (none)	Paul W. Moore	Paul W. Moore		Wm. G. Moore	D. deV. Ditwiler	
REDONDO BEACH 9,347	Breeze (e) 4,105	.045	...	(I) (AP) (†) (J) (3c) (131)	So. Calif. Asso. Newspapers C. F. Waite, Pres. J. J. Berry, Pub.	John J. Berry	Sam G. Austin Warner Jenkins (sp)	John J. Berry Floyd J. Martin (cm)	F. S. Haynes Ray Brown Jr. (cl)	M. M. Drouhay M. H. Husey (j)
REDWOOD CITY 8,965	Tribune (e) 3,238	.04	.04	(I) (AP) (†) (5c, 65cm, $2.50) (131)	Peninsula Newspapers, Inc. Geo. F. Morell, Pres. S. H. Winklebleck, Pub.	Kenneth L. Bowen	Ray Spangler Walt. Peterson (sp)	S. H. Winklebleck James Wood (cm)	Don Mikkelsen Morgan McGrath (n) Jos. Goularte (cl)	A. W. Jordan

(Continued on page 18)

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ROSEVILLE 9,000	Press (e) 1,219	.03	.03	(I) (UP) (†) (J) (5¢, 35¢m) (132)	S. H. Roche	S. H. Roche			S. H. Roche (bm)	
RICHMOND 20,096	Independent (e) 6,079	.05	.045	(I-R) (UP) (†) (J) (5¢, 15¢w, 60¢m, $1.62) (131)	Independent Pub. Co. J. F. Galvin, Pres.-Pub.	R. S. Crose	Russel Whiting Wallace Willis (sp)	F. S. Newsom (bm) J. W. Dietemann (cm)	John Galvin, Jr. Warren Brown (n) Phyllis Parr (cl)	Wm. E. Werner H. C. Brombacher (j)
	Record-Herald (m)	.035	...	(R) (UP) (J) (none)	Grover E. Milnes			Grover E. Milnes	Grover E. Milnes	
	Sunday edition (S)	.035	...							
RIVERSIDE 29,696	Enterprise (m) 4,803	...	...	(R) (AP, UP, INS) (†) (J) (5¢, 25¢w, 85¢m-m, 75¢m-e) (131)	Riverside Daily Press, Inc. H. W. Hammond, Pres.-Pub.	A. A. Piddington Earl W. Porter	Earl W. Porter W. W. Fogelman (sp) E. W. Wallis (Su)	H. W. Hammond A. A. Culver (bm) John L. Wagner (cm)	Arthur A. Culver H. E. Ross (n) Selwyn M. Chaffee (cl)	Samuel D. Porter R. W. Hammond (j)
	Press (e) 7,657	...	...							
	Combined daily (me) 12,460	.07	.07							
	Enterprise (S) 4,843	.07	.07							
SACRAMENTO 93,750	Bee (e) 65,976	.18	.18	(I) (AP, UP, INS, MENS) (†) (ROP-3) (J) (5¢, 25¢w, $1m, $2.66-$3) (95)	James McClatchy Pub. Co. Eleanor McClatchy, Pres. G. C. Hamilton, V. P.	Walter P. Jones Fred B. Moore (me)	M. V. Depew Rudy Hickey (sp)	G. C. Hamilton (V.P.-gm) F. C. Willey (asst-gm) H. P. Walls (bm) V. P. Willett (cm)	M. A. Tancock C. L. Thornton (n) L. W. Averill (cl)	
	(Note: W. P. Jones is editor of the three McClatchy newspapers, Sacramento Bee, Fresno Bee and Modesto Bee, with headquarters in Sacramento.									
	Union (m) 12,342	.08	...	(I) (AP) (†) (ROP-1) (5¢) (106)	Sacramento Pub. Co., Ltd. Wm. H. Dodge, Pres.-Pub.	Chas. J. Lilley E. E. Nichols	Ed. L. Sterne Steve George (sp) Chas. Crawford (Su)	C. J. Lilley C. E. Borom (bm) Wm. Loftus, Jr. (cm)	C. E. Borom Howard C. Bullock (n) J. T. Sebastian, Jr. (cl)	E. Meeker
	Sunday edition (S) 28,457	.10	...							
SALINAS 10,263	Index-Journal (e) 5,588	...	...	(I-R) (UP) (†) (ROP-2) (5¢, 75¢m, $2.25) (131)	Salinas Newspapers, Inc. Merritt C. Speidel, Pres. Paul H. Caswell, Pub.	Paul H. Caswell Nelson Valjean	Jack Patton Jack O'Meara (sp) Rupert Prohme (Su)	G. V. Baymiller Chas. Tilson (cm)	G. V. Baymiller W. M. Yocum (cl)	Ed. Quilla
	Post (m) 1,335	...	...							
	Combined daily (me) 6,923	.05	.05							
	Post (S) 1,335	.05	.05							
SAN BERNARDINO<br37,481	Sun (m) 13,607	...	...	(I-R) (AP, UP) (†) (ROP-1) (J) (3¢e, 5¢m, 75¢m-e, 95¢m-m) (131)	Sun Co. J. A. Guthrie, Pres. H. S. Webster, Pub.	J. A. Guthrie (m) Arthur J. Brown (e) R. W. Davis (me)	Earl E. Buie Sid Olin (sp-m) Robt. Walton (sp-e)	Harry S. Webster M. R. Standish (bm) W. Rhode (cm)	H. P. Graham A. M. Brigham (cl)	L. L. McFall E. D. Paul (j)
	Telegram (e) 3,247	..	..							
	Combined daily (me) 16,854	.075	.075							
	Sun (S) 14,309	...	..							
	Evening & Sunday (eS)	.075	.075							
SAN DIEGO 147,999 181,114 (P. O. Est.)	Transcript (e)	.05	...	(10¢) (none)	Frank Grandier	L. L. Grandier				
	Union (m) 27,722	...	...	(R) (AP, UP, INS) (ROP-3) (†) (5¢d, 10¢S, $1.05m-m, 75¢m-e) (131)	Union-Tribune Pub. Co. Lester G. Brown, Pres. A. K. Whyte, Pub.	Edward T. Austin (ed-in-chief) F. B. Goodman (e) C. A. McGrew (m)	Arthur Hunt (e) Chas. Savage (m) Tom Akers (sp-e) Ted Steinman (sp-m) Lon Smith (Su)	Arthur K. Whyte Wm. V. O'Farrell (cm)	Nelson Roberts John Mulkey (n) Kenneth Flood (cl)	
	Tribune-Sun (e) 33,069	...	...							
	Combined daily (me) 60 791	.23	.171							
	Union (S) 38,955	.19	.091							
	Sunday and evening (Se) 72,024	.25	.171							
	Note: Circulation figures are ABC for period ending Sept. 30, 1939. On Nov. 27 the Tribune absorbed the Sun and merged it as the Tribune-Sun. Sun circulation prior to merger was ABC 19,864 evening, 19,979 Sunday. Publisher's figures since merger are: Union, 28,128; Tribune-Sun 48,462; combined daily (me), 76,590; Sunday edition, 43,682 and Sunday and evening, 92,144.									
SAN FRANCISCO 634,396	Call-Bulletin (e) 105,487	.28	...	(I) (AP, INS) (†) (ROP-2) (5¢, 90¢m) (11)	S. P. Call-Bulletin Department, Hearst Publications, Inc. Fred'k Wagner, Pub. Randolph A. Hearst (Asst. to Pub.)	Lee Ettleson (me)	Fred J. Walker Pat Frayne (sp)	Leo Ihle (bm) Presley Mallory (cm)	R. L. Litchfield O. L. Barker (n) B. M. Oviatt (cl)	C. G. Hodgson
	Chronicle (m) 110,764	.29	...	(I-R) (AP, UP, NANA, NYT, CT) (†) (ROP-3) (5¢, 10¢S, 30¢w, $1.30m, $2.40, $7S) (109)	Chronicle Pub. Co. Geo. T. Cameron, Pres.-Pub.	Paul C. Smith W. D. Chandler (me)	John Bruce W. F. Leiser (sp) Scott Newhall (Su)	P. C. Smith C. E. Gilroy (cm)	W. W. Ross (ad-dir) Lynn Gamble (n) Jas. Carden (cl)	Mark Wayman Geo. Fleisher
	Sunday edition (S) 192,498	.36	...							
	Commercial-News (m) 910	.09	...	(I) (J) (5¢, $1m) (none)	Commercial News Pub. Co.	T. F. Coleman	A. S. Peterson J. Scanlon (Ship)	R. B. Frier (bm)		
	Examiner (m) 163,005	.42	.16	(I) (INS, AP) (†) (J) (ROP-3) (5¢, 10¢S) (12)	S. F. Examiner Dept., Hearst Publications, Inc. Clarence R. Lindner, Pub.	Wm. C. Wren	Joshua Eppinger, Vernon D. Grieve (sp) Phil Otto (Su)	Clarence L. Lindner Chas. Mayer (bm) J. B. Cassaday (cm)	Louis C. Boone Guy R. Daniel (cl)	C. J. McDermott A. J. Thomson (j)
	Sunday edition (S) 435,782	.77	.24							
	News (e) 100,932	...	...	(I) (UP) (†) (J) (ROP-2) (5¢) (111)	Daily News Co., Ltd. J. L. Cauthorn, Pres.	W. N. Burkhardt Frank A. Clarvoe	Joseph Sheridan Tom Laird (sp)	Arthur Tormey (bm) John Van Benthem (cm)	Rob't Selby Philip J. Sheridan (n) J. J. Immel (cl)	Roy Pitts Wm. Andrus (j)
	Wall Street Journal (Pacific Coast edition) (m) 4,037	.16	.07	(UP, AP) (10¢) (DJ)	Dow Jones & Co., Ltd. Kenneth C. Hogate, Pres.	H. C. Hendee		Carl P. Miller (V. P.) Harry Yerg (bm) Worron Wert (cm)	L. L. Hamilton	D. W. McAleese
SAN JOSE 57,651	Mercury-Herald (m) 19,853x	.075	.072	(R) (AP) (†) (ROP-3) 5¢, 70¢m-d, 90¢m-d-S) (131)	Mercury-Herald Co. J. O. Hayes, Pres.	Pearce Davies (me)	Wm. McCaffrey Louis Duino (sp)	Harold C. Hayes (bus. Adm) Frank L. Baker (bm) Willard Miller	R. J. McMahon F. L. Baker (n) H. Hagler (cl)	F. Steenrod
	Sunday edition (S) 20,497x	.075	.072							
	News (e) 16,103x	.06	.041	(I-R) (UP, AP) (†) (ROP-1) (5¢, 20¢w, 70¢m, $4) (120)	George H. Payne	George H. Payne Jack Wright	Richard Barrett Buddy Leitch (sp)	C. Robert Payne	Kenneth Stacy Geo. H. Payne (n) Rose Aceves (cl)	J.E. Baker
SAN LUIS OBISPO 8,260	Telegram-Tribune (e) 4,036x	.045	.03	(I) (UP) (†) (5¢, 65¢m, $1.70) (51)	Telegram Tribune Co. J. A. Owens, Pres.-Pub.	Jean Paulson	Geo. Seidl Harold Westlund (sp)	Einar Larson E. Mansfield (cm)	R. B. Newton Einar Larson (n) F. A. Gehring (cl)	W. Anderson
SAN MATEO 13,444	Times & News-Leader (e) 5,674	.05	.046	(R) (UP) (†) (J) (ROP-1) (5¢, 65¢m, $1.90) (131)	Amphlett Ptg. Co. Bradford M. Melvin, Pres.	J. P. McSorley (me)	G. A. Currall Harvey Rockwell (sp)	Harry Butler Anne Frahm Brubaker (bm) Fred LaBie (cm)	Ted Schwamb Ethel Riddle (cl)	H. Thornburg Jack French (j)
SAN PEDRO 35,918	News-Pilot (e) 9,848	.065	.07	(I) (AP) (†) (ROP-3) (3¢, 15¢w, $1.95) (131)	San Pedro P. & P. Co. J. A. Waite, Pres.-Pub.	J. M. Waite Bynner Martin	Joe Goss (sp)	J. A. Waite A. L. Waite (bm) J. G. Way (cm)	E. B. Brown A. L. Waite (n)	Carl Johnson
SAN RAFAEL 8,022	Independent (e) 4,550	.04	.04	(R) (UP) (†) (J) (5¢, $1.80) (131)	California Newspapers, Inc. Roy A. Brown, Pres.-Pub.	James R. Boothe		Roy A. Brown Stan Wilson (cm)	Clarence R. Law Irene Roselli (cl)	Gordon Dixon
SANTA ANA 30,322	Register (e) 14,910	.08	.08	(I-R) (UP) (†) (ROP-1) (3¢, 75¢m) (36-131)	Register Pub. Co., Ltd. R. C. Hoiles, Pres.	R. C. Hoiles Mason Yould	Neil Shaw Eddie West (sp)	C. H. Hoiles E. J. Hanna (bm) R. M. Conklin (cm)	R. M. Juillard J. E. Lyons (n) S. C. Pennington (cl)	Wm. Lawrence
SANTA BARBARA 33,613	News-Press (e) 10,628	...	...	(I) (AP, UP, INS) (†) (ROP-3) (5¢, 85¢m, $2-$3) (133)	News-Press Pub. Co. T. M. Storke, Pres.-Pub.	Thos. M. Storke C. A. Storke (asso-ed) Herbert Orriss (asso-ed) Kenneth Conn (me)		T. M. Storke B. D. Lane (bm) D. W. Farmer (cm)	Lyman S. Van Sant B. D. Lane (n)	V. G. Manning C. W. Haagan (j)
	News-Press (m) 5,668	...	...							
	Combined daily (me) 15,694	.085	.10							
	News-Press (S) 15,118	.085	.10							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SANTA CRUZ 14,393	News (e) 3,376x	.035	.03	(I) (UP) (†) (3¢, 15¢w, 60¢m, $2) (131)	Frank T. Carroll, Pub.	Frank T. Carroll Dwight O'Dell	Andy Genzoli Ben Black (sp)	Frank T. Carroll R. H. Judah (bm) Virgil N. Way (cm)	Irving Smith Carey Guichard (cl)	Clay Carley
	Sentinel (m) 3,850x Sunday edition (S) 3,877x	.035 .035	.035 .035	(I) (AP) (†) (J) (5¢, 60¢m, $2.50) (28)	Sentinel Pub. Co. F. D. McPherson, Pres.	Sutton Christian Fred McPherson, Jr.	George Moorad D. Baldwin (sp) Lowell Bready (Su)	F. McPherson, Jr. Lloyd Berlin (cm)	Lawrence Vera Paul Moore (n) James Barrett (cl)	Elmer Park Charles Short (j)
SANTA MARIA 7,138	Times (e) 2,578	.03	...	(I-R) (UP) (†) (J) (131)	R. K. & S. C. Hancock, Co., Pubs.	G. A. Martin	Leo Carlin (sp)	Howard Bowles (bm) Harry Goodchild (cm)	Leo Kieran Howard Bowles (n) Julia Martinez (cl)	Fred Peterson L. C. Chappell (j)
SANTA MONICA 37,146	Outlook (e) 11,035	.07	...	(I-R) (AP, UP) (†) (ROP-2) (3¢) (131)	Santa Monica Pub. Co. S. G. McClure, Pres.	Charles S. Warren Carl F. White (me)	R. A. Fahlstedt Carl T. White (sp)	J. D. Funk E. T. Linden (cm)	H. C. Boehme H. Baumberger (n) M. Burgess (cl)	.....
SANTA PAULA 7,452	Chronicle (e) 1,751	.03	...	(I) (UP) (J) (5¢) (131)	John P. Scripps Newspapers John P. Scripps, Pres.-Pub.	Ned Thomas	Chapin Day	R. J. Dunagan (bm) Opal Mileham (cm)	Victor Willard	W. Wood C. M. McCool (j)
SANTA ROSA 10,636	Press-Democrat (m) 8,491 Republican (e) 2,569 Combined daily (me) 11,510 Press-Democrat (S) 8,941 Evening & Sunday (eS) 11,510	... ... .07 .07 ...	... ... .071 .071 ...	(D) (R) (AP, UP, INS) (†) (J) (5¢, 75¢m) (131)	Press-Democrat Pub. Co. E. L. Finney, Pres.-Pub.	E. L. Finney	H. W. Waters (ce-m) A. V. Napier (ce-e)	C. R. Lehman (bm) Kenneth Brown (cm)	Paul Johnson Stanley Powers (cl)	Grant Kellogg
STOCKTON 47,963	Independent (m) 8,060	.05	.05	(R) (UP) (†) (5¢, 60¢m, $2) (28)	Stockton Pub. Co. Frank Abbott, Pres.	E. W. Williamson (me)	Wm. Trivelpiece Alvin Trivelpiece (sp)	E. P. Gosling Arthur E. Storm (bm) W. H. Packard (cm)	E. L. Wilson S. Pierce (cl)	T. Dickinson
	Record (e) 23,743	.09	...	(I) (AP, UP, INS) (†) (ROP-1) (5¢, 25¢w, 90¢m, $1.29) (133)	Stockton Daily Record. Irving Martin, Sr., Pres.-Pub. L. V. Peterson (asst. to pub.)	Irving Martin, Sr. Philip C. Beaton	Earle Edmiston John Peri (sp)	Ross Williams (bm) Lon Hildebrand (cm)	Ross Williams Ken Taylor (n) C. Diffenderfer (cl)	Herman Schaede
TAFT 3,442 9,840 (City Zone)	Midway Driller (e) 3,343	.03	.03	(I) (†) (J) (5¢, 50¢m, $2) (132)	Midway Driller Pub. Co., Inc. Walter M. Keene, Pres. A. M. Keene, Pub.	A. M. Keene E. W. Callander	Walter M. Keene Tom O'Brien (sp)	J. D. Peterson (bm) Ann Gaughan (cl)	E. W. Callander J. D. Peterson (n) Ann Gaughan (cl)	Ian Cunningham J. A. Blos (j)
TULARE 6,207	Advance-Register (e) 1,937 Times (m) 2,094 Combined daily (me) 4,031 Times (S) 2,094	... ... .045 .045	... ... .045 .045	(I) (UP) (†) (ROP-1) (J) (5¢, 75¢m) (131)	Percy M. Whiteside	R. L. Whiteside	W. F. Goble	Percy Whiteside	E. J. Bodine Wm. Thompson (cl)	W. Crose C. Geddes (j)
TURLOCK 4,276	Journal (e) 2,727	.035	...	(I) (UP) (†) (J) (2¢, 10¢w, 60¢) (131)	Daily Journal, Inc. W. Clifford McDowell, Pres.-Pub.	Jack S. McDowell (me)	Andrew R. Curtin Ben Rush (sp)	W. C. McDowell (bm) Geo. W. Rutherford (cm)	Ernest L. Johnson H. Harding (cl)	Chas. W. Lansberry Richard Wenn (j)
VALLEJO 14,476 20,000 (1935 Est.)	Chronicle (e) 5,573x Times-Herald (m) 6,319x Combined daily (me) 11,892x Times-Herald (S) 6,347x Evening & Sunday (eS) .... News (e) 2,218	... ... .065 .065 ... .025	... ... .055 .055 ... .025	(I-D) (UP, INS) (†) (ROP-2) (J) (5¢, 75¢m) (131) (I) (†) (J) (ROP-1) (5¢, 60¢m $2.50) (28)	Luther E. Gibson, Pub. Robert Letts Jones	Luther E. Gibson Will R. Stevens Robert Letts Jones Laurence L. Thoreson	Kenneth F. Knight & A. M. Richards, Jr. Harry C. DeBolt (sp) Will R. Stevens (Su) Sam Shippy (sp)	Wm. V. Barnes (bm) Geo. W. Trabert (cm)	Don H. Stevens Wm. V. Barnes (n) C. H. Sprague (cl) Gene A. Smith Dorothy McGrain (cl)	Leonard Laing Chas. B. Dunham (j) Edward Sousa
VENTURA 11,603	Star-Free Press (e) 7,193	.055	.055	(I) (UP) (†) (3¢, 15¢w, 65¢m, $1.50) (131)	John P. Scripps Newspapers John P. Scripps, Pres.	Roy Pinkerton Frank Rogers	Tom Hennion Dick Berghold (sp)	Harry Green (bm) Dwight Holden (cm)	Vera Sager (cl)	Ben H. Smith
VISALIA 7,263	Times-Delta (e) 3,348	.045	.03	(I) (UP) (†) (ROP-1) (J) (5¢, 75¢m, $1.50) (131)	Visalia Pub. Co., Inc. C. A. Whitmore, Pres. M. M. Maddox, Pub.	C. A. Whitmore	Click Relander Wm. Waugh (sp)	M. M. Maddox G. F. Karnopp (cm)	Arch Nicholas M. M. Maddox (n) Harry Burum (cl)	E. Schultz H. Simerly (j)
WATSONVILLE 8,344 10,000 (1935 est.)	Register-Pajaronian (me) 3,927	.045	.045	(I) (AP, UP) (†) (5¢, 50¢m-m, 65¢m-e, $1.25m, $1.75e) (131)	John P. Scripps Newspapers John P. Scripps, Pres. F. H. Jenkins, Pub.	F. H. Jenkins E. W. Slusser	Frank Orr Ralph Salazar (sp)	R. J. Meinburg (bm)	.....	H. L. Branch
	Morning Sun (m) 2,342 Sunday edition (S) 2,342	.03 .03	.03 .03	(I) (INS) (†) (5¢, 50¢m, $2) (28)	Morning Sun, Inc. Dr. H. G. Watters, Pres. Sam M. Hawkins, Pub.	Sam M. Hawkins	Clem Fye Les Rowan (sp)	Dr. H. G. Watters (bm) L. W. Calvert (cm)	W. G. Stroud John Slason (cl)	Henry Senini
WHITTIER 14,808	News (e) 3,870	.04	...	(I-R) (UP) (†) (3¢, 60¢m) (131)	Jno. F. D. Aué	R. B. Kennedy	Murray Gregory (sp)	Jno F. D. Aué J. Cowell Davis (bm)	Jno. F. D. Aué (n)	.....
WILLOWS 2,024	Journal (e) 1,734	.025	...	(I) (UP) (J) (5¢) (131)	Ed. M Sehorn	Maude B. Sehorn	.....	C. O. McDonnell J. T. Smith (cm)	C. O. McDonnell	.....
WILMINGTON 15,000	Journal (e) 5,717	.025	...	(I) (INS) (2¢) (none)	R. F. Bowers	M. Kimbreil	M. Kimbrell John Mills (sp)	R. F. Bowers (bm) R. P. Allen (cm)	C. J. Martin	.....
	Press (e) 5,783	.04	.04	(I) (UP) (†) (J) (3¢, 50¢m, $1.50) (28)	Wilmington Press, Inc., Ltd. P. G. Roberts, Pres. Dortha Roberts, Pub.	W. R. Earl	Claudia Roberts Claude Roberts (sp)	Dortha. M. Roberts G. W. Cross (bm) Lowell Mohns (cm)	G. W. Cross R. W. Kanawyer (cl)	O. Lages P. G. Roberts (j)
WOODLAND 5,542	Democrat (e) 2,580	.036	.036	(I) (INS) (†) (J) (5¢, 65¢m, $2.50) (132)	Ed. E. Leake Pub. Co.	Paul R. Leake Jav W. Sehorn	Gorman Hogan Jay Sehorn (sp)	Paul R. Leake Theo. R. Jaques (cm)	Roberta Moser Delma Benson (n) Virginia Ray (cl)	M. H. Orner J. Q. Heyder (j)

COLORADO

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALAMOSA 5,107	Courier (e) 2,307	.03	...	(I) (UP) (†) (J) (3¢) (104-123)	Alamosa Courier, Inc. John L. Dier, Pres. J. L. & W. A. Dier, Pubs.	J. L. & W. A. Dier John L. Dier	Alexis McKinney	Glen Gants (cm)	Wm. A. Dier	L. Meyer
BOULDER 11,223	Camera (e) 3,912	.04	...	(I) (AP) (†) (J) (5¢, 15¢w, $3) (54)	Boulder Pub., Inc. L. C. Paddock, Pres.-Pub.	L. C. Paddock A. A. Paddock	R. C. Looney Don Martin (sp)	L. P. Monroe	John E. Pulver	Andrew J. Dickson W. C. Calvert (j)
CANON CITY 5,982	Record (e) 2,425	.025	.025	(R) (UP) (†) (J) (5¢, 50¢m) (63)	Guy U. Hardy	Guy U. Hardy (me)	.....	J. Leo Sterling (bm) Don Hardy (cm)	J. Leo Sterling Don Hardy (n-cl)	W. A. Johnson J. Leo Sterling (j)
COLORADO SPRGS. 33,237	Gazette (m) 5,122 Telegraph (e) 7,242 Combined daily (me) 12,364 Gazette & Telegraph (S) 12,979	... ... .08 .08	... ... .064 .053	(D) (AP, UP) (†) (ROP-1) (5¢, 20¢w-d, 25¢w-d-S, $3) (65)	Gazette & Telegraph Co. C. C. Hamlin, Pres.	C. C. Hamlin T. E. Nowels	E. D. Woodworth (m) T. W. Ross (e) W. A. Mulligan (sp-m) S. C. Stewart (sp-e) T. W. Ross (Su)	T. E. Nowels (gm-bm) R. E. Mohler (cm)	H. H. Garnett R. H. Wardwell (n) A. M. Barr (cl)	F. R. Foster

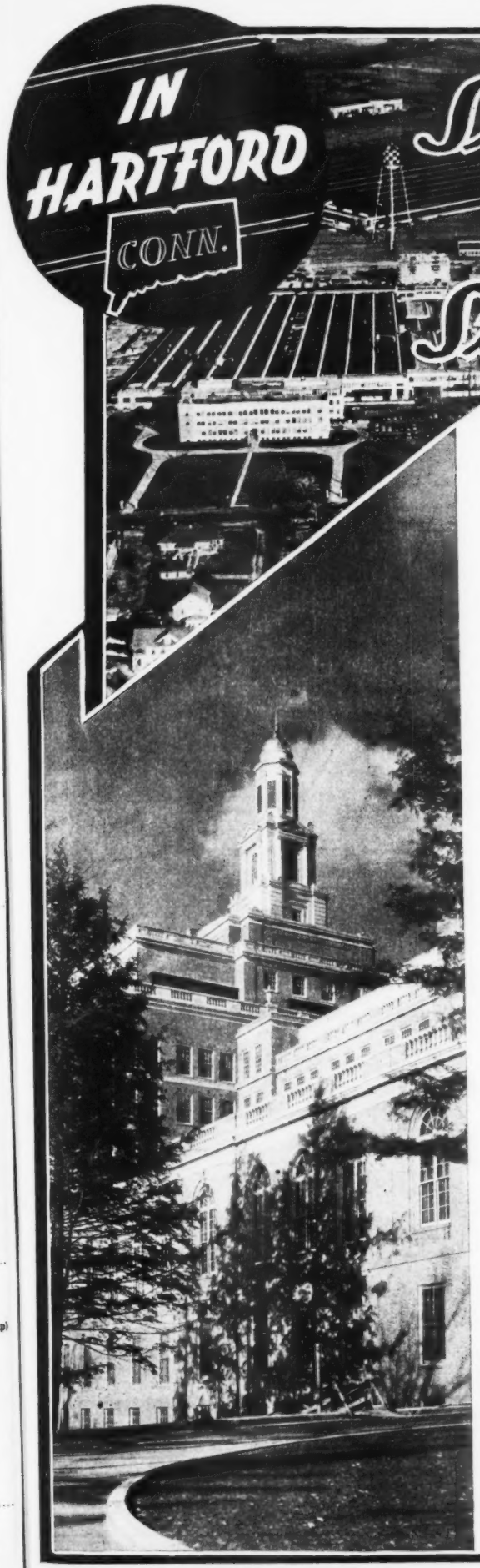
CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CRIPPLE CREEK	Times-Record									
1,427	(e) 1,278	.025	...	(I) (5¢) (none)	Times Co.	Irena S. Ingham		William A. Kyner Lenore E. Kyner (bm)		
DELTA	Independent									
2,938	(e) 1,734	.03	.03	(I) (UP) (†) (J) (5¢) (25)	Lawrence L. & Minnie L. Thompson, Pubs.	Joe Steiner		L. L. Thompson	A. B. McCallum	
DENVER	Post									
287,561	(e) 154,959 Sunday edition	.35	.25	(I) (AP, UP, NYT, CT, US, INS) (*S) (†) (ROP-3) (3¢d, 10¢S, 25¢w, $1m, $2d, $7S) (72)	Post Ptg. & Pub. Co. W. C. Shepherd, Pres.-Pub.	W. C. Shepherd Lawrence C. Martin	Jas. B. Hale C. L. Parsons (sp) Karl Lee (Su)	F. W. Bonfils (bm) A. Benjamin (cm)	F. I. Carruthers Elmer E. Strain (n) Chas. Maloney (cl)	Nick De George
	(S) 266,731	.60	.30							
	Rocky Mt. News									
	(m) 39,835 Sunday edition	.16	.12	(I) (AP, UP, NANA) (ROP-3) (3¢, 20¢w, $2	Denver Pub. Co. Lee Casey, Pres.	Lee Casey E. D. Minteer	Robt. Chase Chester Nelson (sp)	Geo. V. Burns (bm) Robt. Boyd (cm)	Lawson Hetherwick Robt. T. Haney (n) Jack McQuaid (cl)	
	(S) 42,796	.20	.12	$5S (111)						
DURANGO	Herald-Democrat									
5,400	(e) 3,172	.03	.03	(R) (AP, UP) (†) (J) (5¢, 15¢w, 60¢m, $2) (25)	Herald Pub. Co. J. H. McDevitt, Pres.-Pub.	J. H. McDevitt	Ed. Cook	J. H. McDevitt W. D. Wilson (bm) Richard Pelton (cm)	W. D. Wilson LoVisa McKean (cl)	E. E. Merry M. McKenzie (j)
FORT COLLINS	Express-Courier									
11,489	(e) 5,471 Sunday edition	.05	.04	(I) (AP) (†) (ROP-1) (5¢, 15¢w, 65¢m, $1.25d,	Ft. Collins Newspapers, Inc. Merritt C. Speidel, Pres. Earle Hitch, Pub.	Don Wilkins Norman Johnson	Chas. Chamberlain (sp)	Oscar B. Seyster (bm) J. Lowell Peasley (cm)	G. R. Merrick Edna Ervin (cl)	C. E. Moffitt
	(S) 5,464	.05	.04	$2.50S) (54)						
FORT MORGAN	Times									
4,423	(m) 2,095	.03	.025	(R) (AP) (†) (J) (5¢, 10¢w, 40¢m) (25-123)	Times Pub. Co. R. B. Spencer, Pres.	R. B. Spencer Robert W. Spencer	Robert R. Stapp	R. W. Spencer (bm) Margaret L. Tunks (cm)	R. W. Spencer Margaret L. Tunks (cl)	P. P. Whipple
GRAND JUNCTION	Sentinel									
10,247	(e) 8,312x Sunday edition	.06	.046	(I) (AP) (†) (ROP-2) (J) 5¢, 50¢m) (104)	Sentinel Ptg. & Pub. Co. Walter Walker, Pres.-Pub.	Walter Walker Preston Walker	Joe Lowe (sp)	Walter Walker J. H. Dodson (cm)	Al Look F. A. Hoisington (n) Darleen DeFord (cl)	Clem Goettelman C. B. Helland (j)
	(S) 8,354x	.06	.046							
GREELEY	Tribune									
12,203	(m) 2,448	...	...	(R) (AP) (†) (J) (5¢, 10¢w, $2) (54)	Tribune-Republican Pub. Co. Chas. Hansen, Pres.-Pub.	F. E. Merrill Chas. Hansen	F. E. Merrill Ralph Johnston (sp)	Chas. Hansen J. V. Bunker (bm) Robert Cleland (cm)	F. P. Matthews (n) Mrs. E. E. Lewis (cl)	J. D. Cummins
	Tribune									
	(e) 4,906	...	...							
	Combined daily									
	(me) 7,348	.05	.03							
LA JUNTA	Democrat									
7,192	(e) 2,346	.03	...	(I) (UP) (†) (J) (3¢) (25)	Democrat Pub. Co. Ralph R. Wheeler, Pres.-Pub.	James Sevitz & Jerry Sheridan (editors)		R. R. Wheeler Lewis Morris (cm)	Mark Benson	Earl Beatry
LAMAR	News									
4,233	(e) 2,672	.03	...	(I) (UP) (†) (J) (5¢, 10¢w, 35¢m, $2.50) (63-99)	Fred M. Betz, Pub.		Bryce Engle	Arthur Tarman Edna N. Tarman (cm)	Arthur C. Tarman	Jewell Cox Eugene Harris (j)
	Sparks									
	(m) 2,719 Sunday edition	.03	.03	(I) (AP) (†) (J) (5¢, 10¢w, 35¢m, $2.35)	Sparks Pub. Co. J. S. Maxwell, Pres.-Pub.	E. E. Harshbarger	Leroy Carter	E. E. Harshbarger Miss Opal Wright (cm)	R. M. Chaffee Ollie Gledhill (cl)	E. E. Harshbarger H. Province (j)
	(S) 2,715	.03	.03	(25, 123)						
LEADVILLE	Herald-Democrat									
3,771	(e) 3,422	.025	.025	(I) (AP) (†) (J) (5¢, 25¢w, 75¢m, $2.50) (63)	Joe McConnell	Joe McConnell	Max W. Vawter	Joe McConnell	Joe McConnell	B. L. Hibschle R. W. Simpson (j)
LONGMONT	Times-Call									
6,029	(e) 2,815	.035	..	(I) (AP) (†) (J) (5¢, 35¢m) (none)	Times-Call Pub. Co. Ray Lanyon, Pres.	Ray Lanyon	Bernard Faller	Ray Lanyon	Jas. Matlack Ray Lanyon (n) Jas. Matlack (cl)	Otis Moore
LOVELAND	Reporter-Herald									
5,506	(e) 2,490	.025	...	(I) (UP) (J) (5¢) (25-123)	R. H. Ball & R. L. Etter	R. J. Ball	Phil Berg	R. L. Etter, Jr. (bm) R. W. Ball (cm)	R. L. Etter, Jr. E. McColeman (cl)	R. W. Ball H. Crawford (j)
MONTROSE	Press									
3,585	(e) 3,119	.03	.03	(I-R) (UP) (†) (J) (5¢) (125-123)	Press Ptg. Co. C. E. Adams, Pres.-Pub.	C. E. Adams	Willis A. Gillaspey C. E. Adams, Jr. (sp)	C. E. Adams C. E. Adams, Jr. (bm) J. M. Addington (cm)	E. L. Milner	E. L. Milner
PUEBLO	Chieftain									
50,096	(m) 9,294	...	...	(I) (AP, UP, INS) (†) (ROP-3) (3¢, 15¢w, 65¢m, $1.50d, $2.50S) (104)	Star-Journal Pub. Co. Frank S. Hoag, Pres.-Pub.	F. S. Hoag, Jr. F. S. Hoag	Howard Miller (m) Ralph C. Taylor (e) Geo. Newton (sp-m) Ed Oravem (sp-e) Howard Miller (Su)	Frank S. Hoag F. S. Hoag, Jr. (bm) D. F. Steele (cm)	Roddy C. Reeves Gertrude M. Roy (n) Paul Benko (cl)	Neil Hobbs
	Star-Journal									
	(e) 12,560	...	...							
	Combined daily									
	(me) 21,854	.09	.071							
	Chieftain									
	(S) 23,472	.09	.071							
ROCKY FORD	Gazette-Topic									
3,509	(e) 2,500	.03	...	(I) (†) (J) (63)	John B. Lacy & Co. John B. Lacy, Pub.	John B. Lacy		John B. Lacy	Eleanor Lacy John B. Lacy (n)	James B. Woody
SALIDA	Mail									
5,065	(e) 1,565	.03	...	(I-D) (UP) (†) (J) (2¢, 40¢m) (123)	John M. O'Connell,	John M. O'Connell				
STERLING	Advocate									
7,195	(e) 6,242	.05	...	(I) (AP) (†) (J) (54)	Advocate Pub. Co. Vern A. Coverdell, Pres. John W. Woodring, Pub.	A. M. Biggerstaff J. W. Woodring	Edward Battles	J. W. Woodring C. E. Hayne (cm)	C. E. Wood Catherine Norman (cl)	C. E. Hayne O. F. Pierson (j)
TRINIDAD	Chronicle-News									
11,732	(e) 3,286	.04	.025	(I) (AP) (†) (J) (5¢, 10¢w, $1.25) (63)	Chronicle-News Pub. Co. W. E. Inglis, Jr., Pres.	F. E. Winsor	J. M. O'Connor (sp)	W. E. Inglis, Jr. (bm) Roy Walden (cm)	J. G. Wheeler W. E. Inglis, Jr. (n) Mrs. Geo. Scott (cl)	Martin Bersano C. Chambers (j)
	Light									
	(m) 3,374	.035	.025	(I) (UP, INS) (†) (1¢) (104)		Frank J. Rose	Frank J. Rose D. Verdaglio (sp)	E. L. Maio B. F. Hackett (cm)	J. R. Havill	S. R. Maio
WALSENBURG	World-Independent									
5,503	(e) 2,488	.02	.03	(I) (UP, AP) (†) (J) (3¢, 10¢w, 40¢m, $1.50) (25-123)	Consolidated Pub. Co. C. Otto Unfug, Pres.-Pub.	Eugene T. Childers	Jack B. Lacy Tom Solomon (sp)	Eugene T. Childers A. G. Campbell (cm)	E. T. Childers Zitta Hulsey (cl)	J. Dinise

CONNECTICUT

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANSONIA	Sentinel									
18,898 47,669 (City Zone)	(e) 8,135	.05	.04	(I-R) (AP) (†) (J) (3¢, 15¢w, $1.50) (65)	Emerson Bros., Inc. H. F. Emerson, Pres.-Pub.	J. F. Sexton	Alcott Peck (sp)	L. L. Dessaulniers M. V. Ward (cm)	L. L. Dessaulniers J. J. McKeon (n)	F. Hosbach H. McCready (j)
BRIDGEPORT	Herald									
146,716 183,146 (ABC City)	(S) 60,193	.20	.14	(I) (INS) (†) (ROP-3) (10¢) (104)	Herald Corp. Leigh Danenberg, Pres.	Alfred E. Jackson Julius Soltes	Geo. Orton Robt. Wilson (sp)	Leigh Danenberg H. J. Rosen (cm)	August J. Miller	Harold Buckley
	Post									
	(e) 41,866	...	...	(I) (AP) (†) (2¢d, 5¢S, 15¢wm, 12¢we) (11)	Post. Pub. Co. Geo. C. Waldo, Pres.	Geo. C. Waldo		Ray Flicker T. A. D. Weaver (bm) S. N. Rosoff (cm)	Donald Leonard L. R. Breen (n) A. J. Carrano (cl)	
	Telegram									
	(m) 13,393	...	...							
	Combined daily									
	(me) 55,253	.15	.11							
	Post									
	(S) 27,730	.09	.075							
	Times-Star									
	(e) 30,061	.09	.065	(I) (UP, AP) (†) (2¢, 12¢w, 50¢m, $1.25) (114-28)	Times-Star Co. V. W. Knauth, Pres.-Pub.	James L. McGovern	Edward Maum Jack O'Brien (sp)	J. F. Bresnahan Wm. H. Shelton (cm)	William J. Montague J. H. Goets (n) E. G. Osterhoudt (cl)	Wm. Jephcote (comp)
BRISTOL	Press									
28,451	(e) 5,446	.035	.025	(I-R) (AP) (†) (J) (3¢, 18¢w, 75¢m, $2.50) (39)	Bristol Press Pub. Co. Arthur S. Barnes, Pres.	G. Stephen Potwin A. S. Barnes	Clarkson S. Barnes Chas. M. McCarthy (sp)	A. S. Barnes Wm. Gleason (cm)	E. Bartlett Barnes F. K. Swales (cl)	E. Gordon Stocks
DANBURY	News-Times									
22,261	(e) 10,361	.06	.06	(I) (AP) (†) (3¢, 18¢w, 75¢m $2) (81)	Danbury News-Times Co. Wm. A. White, Pres. Charles F. Stevens, Pub.	Frank P. Rollins	F. P. Rollins Curtis A. Wilson (sp)	Chas. F. Stevens Frank S. Stevens (cm)	Charles F. Stevens	Wm. J. Stevens
GREENWICH	Time									
33,112	(e) 3,117x	.04	.04	(I-R) (UP) (†) (3¢, 15¢w) (25)	Greenwich Pub. Co. Luke B. Lockwood, Pres.	Wythe Williams Jay L. Bradley	D. L. Williams C. A. Pirro (sp)	Wythe Williams A. J. McFaul (bm) J. V. Connor (cm)	Thos. LiVolsi S. J. Jackson (cl)	J. Hundermark
HARTFORD	Courant									
164,072	(m) 41,540x Sunday edition	.12	...	(R) (AP) (*S) (4¢d, 10¢S, 20¢wd, 90¢md, 45¢mS, $2.75-$2.25d-$8S) (51)	Courant Co. Henry H. Conland, Pres.-Pub.	Maurice S. Sherman Geo. B. Armstead	John R. Reitemeyer Wm. J. Lee (sp) H. Viggo Andersen (Su)	H. H. Conland P. Frederick Viets (cm)	Arthur B. Lincoln C. Kenneth Ward (cl)	
	(S) 68,492x	.17	...							
	Times									
	(e) 66,249x	.17	.12	(I-D) (AP, UP, INS) (†) (3¢, $2.25 cty, $2 ctry) (78)	Hartford Times, Inc. Frank E. Gannett, Pres. Francis S. Murphy, Pub.	Chas. C. Hemenway Ward Duffy	Max Farber Arthur McGinley (sp)	Francis S. Murphy D. R. Daniel (bm) Norman Johnson (cm)	D. R. Daniel A. G. Berglund (loc.) R. C. Wardner (n) Paul Fitchner (cl)	Bernard Garrity

(Continued on page 22)



Steady Incomes Make a Steady Market

WHILE Hartford, like all cities, did not escape the losses of the depression years, it suffered least.

There's more than one reason for this. First, the great insurance companies with premium incomes, investment incomes and underwriting profits of nearly eight hundred million dollars annually, continued to employ the many thousands of men and women necessary to carry on this great volume of business. The payrolls of these companies provided a steady, undiminished buying power and continue to do so. This buying power will increase rather than diminish. Today the payrolls of Hartford insurance companies equal 1929 figures.

Secondly, industry in Hartford is specialized. The many plants devoted to the making of special machines, tools, dies, jigs, etc., quickly reflect re-tooling activities in industrial plants throughout the nation. Machinists, toolmakers and technicians, therefore, receive steady employment. These men command far better than average industrial wages.

There you have the combination that makes Hartford a great and prosperous market—a stable market. That's why the market indices in Hartford are so much higher than the average for Connecticut, for New England, and the Nation. That's why Hartford has such a high percentage of owned homes, automobiles and dwellers in fine apartment houses. And these apartment house dwellers are very important. They reflect metropolitan consumer reaction and make possible effective metropolitan tests without metropolitan costs. All these factors are responsible for making Harford New England's No. 1 test market.

You can cultivate this market in one great evening newspaper, The Hartford Times, for its coverage is more than 90% in the Greater Hartford area. Sales promotion costs in Hartford are easy on the budget because of the pulling power of New England's No. 1 test medium.

The Hartford Times.

A Gannett Newspaper

Represented by

J. P. McKinney and Son

New York Chicago San Francisco

Photo above—Manufacturing Plant of United Aircraft Corp.
Photo below—Section of Aetna Life Insurance Co. building.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MANCHESTER 21,973	Herald (e)	5,789	.04	.04	(I-R) (AP) (†) (3¢, 12¢w) (81)	Herald Ptg. Co., Inc. Thos. Ferguson, Pres.	Malcolm Mollan R. H. Ferguson	Will Asimus Erik M. Modean (sp)	Thos. Ferguson	Leon A. Thorp	Fred. Hartenstein
MERIDEN 38,481	Journal (e)	6,620	.04	.04	(I) (AP) (3¢, 18¢w, $2) (81)	Journal Pub. Co. F. E. Sands, Pres.-Pub.	F. E. Sands Walter Allen	James H. Moran Samuel Cohen (sp)	C. H. Tryon (bm) T. J. Moroney (cm)	S. H. Wendover C. H. Tryon (n) L. C. Tryon (cl)	
	Record (m)	9,397	.04	.04	(I-R) (AP) (†) (3¢, 18¢w, 78¢m, $2) (51)	Republican Pub. Co. T. H. Warnock, Pres.	Thos. H. Warnock	Hugh J. Lee C. W. Burton (sp)	Wayne C. Smith Arthur E. Owen (cm)	T. F. Callahan Wayne C. Smith (n) John Corcoran (cl)	A. Barton Steele
MIDDLETOWN 24,554 31,298 (City Zone)	Press (e)	10,992	.04	.03	(I) (UP) (†) (2¢, 12¢w, $1) (81)	Press Pub. Co. Elmer S. Hubbell, Pres.-Pub.	Fred N. Smith	E. A. V. Gustafson (sp)	Edward J. McNulty (bm) Earl Alquist (cm)	Nelson A. Demers	D. L. Stevens
NAUGATUCK 14,315	News (e)	5,076	.03	...	(I) (J) (3¢) (39-118)	News Co., Inc. C. L. Klein, Pres.	C. J. Baxter E. J. Ahern	John J. Daly	E. J. Ahern Dan Whalen (cm)	J. F. Smith	Geo. Kelly
NEW BRITAIN 62,128	Herald (e)	17,921x	.06	.07	(I) (AP, UP) (†) (3¢ 18¢w, 75¢m, $2) (117)	Herald Pub. Co. Johnstone Vance, Pres.-Pub.	Johnstone Vance	A. E. McEvoy Gerald P. Crean (sp)	Robert C. Vance (bm) J. F. Crowley (cm)	M. J. Smith Robert C. Vance (n) E. G. McCarthy (cl)	Geo. Lawson
NEW HAVEN 142,655	Journal-Courier (m)	23,469x	.08	.07	(I) (AP) (3¢, 18¢w, 75¢m, $2) (81)	Carrington Pub. Co. L. H. English, Pres. Everett B. Harvey, Pub.	Jack W. Schaefer Arthur J. Sloane	Karl J. Dalquist Wm. M. Harding (sp)	Everett B. Harvey Frank H. Bruening (cm)	Michael H. Wren John Yaeger (cl)	
	Register (e)	67,715	.17	.12	(I) (AP, NANA) (†) (2¢d, 10¢S, 12¢we, 50¢me, 45¢mS, $1.33⅓e, $7.50-$8S) (81)	John Day Jackson, Pub.	John Day Jackson Roger A. Connolly	A. H. Marshall D. F. Mulvey (sp) Henry W. Jackson (Su)	R. S. Jackson (asst. to pub.) W. H. Cullum (bm) W. B. Mills (cm)	G. R. Gould (adv. dir.) J. H. Jackson (n) L. B. Robinson (cl)	
	Sunday edition (S)	67,715	.17	.12							
					(Note: Circulation Shown is Daily and Sunday Combined Average)						
NEW LONDON 29,640	Day (e)	14,882x	.06	.05	(I-R) (AP) (†) (4¢, 20¢w, $2.33⅓) (51)	Day Pub. Co.	Geo. E. Clapp (me)	Alfred Ligourie John DeGange (sp)	O. G. Andrews John H. Shea, Jr. (cm)	Chas. J. O'Conner O. G. Andrews (n)	
NORWALK 36,019	Hour (e)	8,135	.05	...	(I) (AP) (†) (3¢, $2.25) (114)	Hour Pub. Co. Nellie M. Thomas, Pres.	Sidney A. Bedient (me)	David A. Morrissey Willard Williams (sp)	Chas. E. Kellogg	William Clark Anna H. Backus (n)	
	Sentinel (e)	6,737	.04	...	(I) (INS) (†) (81)	Sentinel Pub. Co. LeRoy D. Downs, Pres.-Pub.	Le Roy D. Downs	Cecil Bridge	W. P. Milligan Lous Hammond (cm)	E. R. Snell Mrs. M. Taylor (n) J. Caney (cl)	R. Booth
NORWICH 23,021	Bulletin (m)	15,472	...	...	(R)						
	Record (e)	4,576	...	...	(I-D) (AP) (†) (J) (2¢d, 5¢S, 12¢w, 50¢m, $1.33⅓m, $1.25e, $3S) (none) (I)	Bulletin Co. Chas. D. Noyes, Pres. William H. Oat, Pub	Harvey M. Briggs	C. F. Whitney Myles E. Standish (sp-m) James V. Redace (sp-e) Thos. F. Winters (sp-S) H. M. Briggs (Su)	Wm. H. Oat H. C. Noyes (cm)	Clifford C. Oat William H. Oat (n) C. C. Oat (cl)	R. D. Love R. C. Pardy (j)
	Combined daily (me)	20,048	.08	.08							
	Record (S)	4,576	.08	.08							
	Morning & Sunday (mS)	.....	...	...							
STAMFORD 46,346 56,765 (City Zone)	Advocate (e)	13,034	.06	.043	(R) (AP) (†) (J) (3¢, 20¢w, $1m, $2) (81)	Gillespie Bros., Inc. S. W. Gillespie, Pres. R. H. Gillespie, Pub.	R. H. Gillespie Martin T. Kane	E. R. McCullough T. Carter Dodd (sp)	R. H. Gillespie H. C. McKeon (cm)	E. W. Davis Verne T. Coxen (cl)	S. W. Gillespie
TORRINGTON 26,040	Register (e)	7,188	.035	.03	(R) (AP) (†) (J) (3¢, 15¢w, $1.50) (81)	Torrington Ptg. Co. Geo. W. Peterson, Pres.-Pub.	Geo. W. Peterson J. H. Thompson	W. Gisselbrecht	Geo. W. Peterson J. W. Peterson (bm)	James W. Peterson Anna Bilodeau (n)	John E. Potter C. J. Swenson (j)
WATERBURY 99,902 104,736 (City Zone)	Democrat (e)	10,658	.05	.05	(I-D) (UP) (†) (J) (4¢, 20¢w, 90¢m, $3) (81)	Waterbury Democrat, Inc. E. Vincent Maloney, Pres.-Pub.	E. Vincent Maloney Cornelius Maloney	Wm. T. Farrington John Cluney (sp)	E. Vincent Maloney John A. Hayden (bm) Peter B. Lynch (cm)	Henry Dowling John Hahn (cl)	
	Republican (m)	15,417	...	...	(I-R) (AP) (†) (4¢, 20¢w, 90¢m, $3) (51)	American-Republican, Inc. Wm. J. Pape, Pres.-Pub.	E. R. Stevenson R. J. Fanning (me-e) W. W. Vosburg (me-m)	B. Getsinger (e) John J. Daly (m) J. C. Kelly (sp-e) Wm. O'Donnell (sp-m) Howard Smith (Su)	J. H. Darcey W. B. Pape (bm) J. H. Rowett (cm)	R. M. Hennick Kenneth M. Carter (n) L. A. Kenney (cl)	Geo. Benjamin B. H. Dupuy
	American (e)	19,753	...	...							
	Combined daily (me)	35,170	.11	.095							
	Republican (S)	21,442	.11	.095							
	Morning & Sunday (mS)	.....	...	...							
WILLIMANTIC 12,102	Chronicle (e)	3,250	.035	...	(I) (UP) (†) (J) (3¢,18¢w, $1.50) (81)	Chronicle Ptg. Co., Inc. Mrs. H. B. Bullard, Pres.	John A. Keeffe, R. W. Downer and Francis Turney (editors)	Chas. Curran (sp)	H. N. Bullard	H. N. Bullard	Chas. Dorr Wm. Gane (j)
WINSTED 7,883	Citizen (e)	2,172	.02	.017	(I) (UP) (†) (J) (3¢d, 12¢w) (87-3)	Citizen Ptg. Co. D. L. Vaill, Pres. Theodore Vaill, Pub.	T. A. Haggerty	T. A. Haggerty	Theodore Vaill	Theodore Vaill	W. Wesley Jarvis Terrence H. O'Neil (j)

DELAWARE

City Population	Name of Newspaper, Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WILMINGTON 106,597	Journal-Every Evening (e)	18,531	...	...	(I) (AP, UP, INS) (†) (3¢, 15¢w, 65¢m, $2) (117)	News-Journal Co. Henry T. Claus, Pres.	Clement B. Hallam (exec-ed) Chas. E. Gray (me-m) E. P. Cunningham (me-e)	Carl T. Wise (m) Harris Samonisky (e) J. J. Brady (sp-m) B. Greenstein (sp-e)	Wm. F. Metten (bm) R. Sturman (cm)	C. J. Pyle B. T. Brown (cl)	
	Morning News (m)	41,930	...	...							
	Combined daily (me)	58,461	.16	.12							
	Star (S)	9,528x	.065	.055	(I) (UP) (J) (8¢, $6.50) (61)	Star Pub. Co. Jos. H. Martin, Pres.-Pub.	Joseph H. Martin	W. W. Seaver A. R. Abrahams (sp)	H. P. Warrington (bm) John B. France (cm)	H. P. Warrington	W. T. Eliason (j)

DISTRICT OF COLUMBIA

City Population	Name of Newspaper, Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WASHINGTON 486,869 521,886 (ABC City)	News (e)	81,593	.20	.09	(I) (UP, SHNA) (†) (ROP-3) (3¢, 18¢w, $2.20) (111)	Daily News Co. Earl D. Baker, Pres.	John O'Rourke (me)	Harold Phillips Rockford Riley (sp)	E. D. Baker (bm) A. D. Wallace (cm)	Matt Meyer Arthur Ardizone (n) Wm. C. Engel (cl)	T. R. DePeugh
	Post (m)	126,708	.25	.22	(I) (AP, UP, NYHT, NYT) (*S) (†) (ROP-2) (3¢, 10¢S, 18¢w, $2.20, $7.50) (96-28)	Eugene Meyer	Felix Morley Alexander F. Jones	Frank L. Dennis Ben Dulaney (sp) Marie Sauer (Su)	F. R. Harrison (treas.) C. C. Boysen (Compt.) O. R. Scott (cm)	D. M. Bernard (ad-dir) M. P. Trippe (loc.) Jack M. B. Sacks (n) Regis O'Donnell (cl)	I. J. Weir (Prod.)
	Sunday edition (S)	121,836	.27	.22							
	Star (e)	144,762	.30	...	(I) (AP, NANA) (*S) (†) (3¢, 10¢S, 18¢w, ES, 75¢m, ES) (21-73)	Star Newspaper Co. Frank B. Noyes, Pres.	Theo. W. Noyes B. M. McKelway	Wm. Hill Denman Thompson (sp) Hudson Grunewald (Su)	Fleming Newbold (bm) Galt Burns (cm)	Leroy W. Herron (dir.) H. Bailey (n) Neville Miller (cl)	Chas. H. Ruth
	Sunday Star (S)	156,574	.30	...							
	Times-Herald (daily)	187,090	.30	.145	(I) (UP, INS, CT, PS, HS) (ROP-1) (†) (3¢, 10¢S, 10¢w-d-S, 45¢m-D & S, 90¢m-DS) $2.25d, $7.50S) (76)	Eleanor M. Patterson, Pub. Arthur G. Newmyer, Asso-Pub.	Eleanor M. Patterson George A. DeWitt (me)	Chas. G. Duffy and Mason Peters (ce) Bernie Harter (sp) W. K. Conway (Su)	W. C. Shelton (bm) H. Robinson (circ. dir.) Chas. Corcoran (cm)	Walter D. Barkdull (Ad-dir) Allan Howard (n) P. W. Perkinson (cl)	
	Times-Herald (S)	191,697	.42	.11							

(Continued on page 24)

COST CUTTERS for 1940

Vulcan Press Blankets and Vulcolastic Rollers

VULCAN'S
BALANCED
NON-FELT PACKING

Check these Features . . .

- No Bolstering
- No Ghosting
- No Creeping
- Greater Resilience (Maximum "Come-Back")
- Greater Firmness at any speed

You get *all* these features in the Vulcan BALANCED non-felt cylinder packing

Because Vulcolastic Inking Rollers are wholly non-rubber, they do not deteriorate as a result of contact with inks, oils, driers, etc., or because of temperature changes. They last longer without attention . . . and their extra softness and resilience insure better ink distribution—better presswork—at lower cost.

The story of Vulcan press blankets you probably already know—how hundreds of newspapers have tested and proved the savings obtained by switching to Vulcan blankets. You'll find among Vulcan cylinder packings the right felt or non-felt blankets, E. D. blankets, draw sheets and/or underpackings to suit your particular needs . . . to cut *your* pressroom costs. May we send you complete information—and recommendations? No charge, of course; and no obligation.

VULCAN PROOFING COMPANY
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Sales Representatives in Principal Cities

VULCAN

CYLINDER PACKINGS and VULCOLASTIC ROLLERS

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

FLORIDA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BRADENTON	Herald									
6,139	(e) 4,002	.04	.04	(D) (AP) (†) (J) (5¢, 20¢w, 85¢m) (122)	Bradenton Herald Co.. A. H. Chapman, Pres.-Pub.	Robert W. Bentley.... Earl Stumpf	Brack Cheshire..... Chester Finney (sp) Earl Stumpf (Su)	Robt W. Bentley..... W. E. Wilson (bm) H. T. Cooper (cm)	W. E. Wilson..... E. S. Easterling (n) D. L. Chapman (cl)	C. A. Brasch J. C. Terrill (j)
	Sunday edition (S) 4,002	.04	.04							
CLEARWATER	Sun									
9,104	(e) 3,835	.035	.035	(D) (AP) (†) (5¢, 15¢w, 65¢m) (63)	Clearwater Pub. Co.... Victor H. Morgan, Pres.-Pub.	Victor H. Morgan..... Paul M. Ross	J. L. Beardsley..... Ralph Sumner (sp) M. S. Haley (Su)	Victor H. Morgan..... W. Paul Harris (bm) N. W. Petree (cm)	W. Paul Harris..... M. C. Springer (cl)	J. C. Gore
	Sunday edition (S) 3,835	.035	.035							
DAYTONA BEACH	Journal									
24,589 (1935 State)	(m) 6,523	...	...	(I) (AP, INS) (ROP-3) (5¢d, 7¢S 20¢w-me, ms; 85¢m,$4.50S) (14)	News-Journal Corp.... Julius Davidson, Pres.	Herbert M. Davidson.. Neil Posner (news-m) Cecil Eastman (news-e)	Fred Booth (ce-m)..... Robt. Hunter (ce-e) John Strothard (sp-m) Jack Hanson (sp-e)	Julius Davidson..... Maurice J. Seed (cm)	.....	F. C. Brasier
	News									
	(e) 7,553	...	...							
	Combined daily (me) 14,076	.09	.071							
	Sunday edition (S) 7,209	.09	.071							
	(Interim Statement to ABC for 3 months ending Dec. 31, 1939)									
	Sun-Record									
	(e) 3,575	.04	.03	(I) (UP) (†) (5¢d, 7¢S, 15¢w, 60¢m, $2.50) (63)	R. H. Gore, Pres. E. W. Parsons, Pub.	Ed. Townsend.....	Pat Patterson..... Benny Kahn (sp) Ed. Townsend (Su)	E. W. Parsons..... J. W. Gore (bm-cm)	E. W. Parsons..... Maud Holland (n) Nell Lyon (cl)	C. Pritchett
	Sunday edition (S) 3,526	.04	.03							
DELAND	Sun News									
6,241 (1935 State)	(e) 3,187	.04	.03	(D) (UP) (†) (5¢, 15¢w, 60¢m) (63)	Deland Pub. Co..... Jack W. Gore, Pres.	Stanley Culp.....	.....	C. A. Walker..... James F. Slack (cm)	P. C. Knox.....	F. L. Inman
FT. LAUDERDALE	News									
8,226 16,000 (City Directory)	(e) 6,144	.04	.04	(I-D) (AP) (†) (J) (5¢, 15¢w, 65¢m, $2) (63)	Gore Pub. Co..... R. H. Gore, Pres. J. W. Dickey, Pub.	W. J. Warnock (me)...	John D. Lopp..... Carl Olander (sp)	J. W. Dickey (bm).... Millard Carn (cm)	Kenneth Davis..... Polly Nason (cl)	.....
FT. MYERS	News-Press									
10,312	(m) 5,291	.04	.04	(D) (AP UP) (J) (5¢, 23¢w, $1m) (122)	News-Press Pub. Co... Carl Hanton, Pub.	Carl Hanton..... Robt. Pepper	Ronald Halgrim..... Rufus Daughtrey (sp)	Carl Hanton..... Chesley Perry (bm) Whit Ansley (cm)	J. A. Ansley.....	Robt. Bryan
	Sunday edition (S) 5,291	.04	.04							
FT. PIERCE	News-Tribune									
4,803 6,376 (1935 State)	(e) 2,841	.035	.035	(I) (AP) (†) (J) (5¢) (40)	News-Tribune..... Paul G. Enns, Pres.-Pub.	H. B. Moore.....	C. S. Miley..... Ernest Tyner (sp)	P. G. Enns (bm)..... Al Wilson (cm)	H. B. Moore.....	J. C. Stoddard
	Sunday edition (S) 2,905	.035	.035							
GAINESVILLE	Sun									
12,274	(e) 4,224	.035	.029	(D) (AP) (†) (J) (5¢) (72)	Pepper Ptg. Co..... W. M. Pepper, Sr., Pres. L. C. Pepper, Pub.	L. C. Pepper..... R. B. Beard	Neil Miller..... Chas. Bozarth (sp) R. B. Beard (Su)	L. C. Pepper..... L. M. Shannon (bm) W. M. Torley (cm)	J. E. Clements..... P. A. Ruhl (cl)	R. B. Beard G. W. Welch (j)
	Sunday edition (S) 4,224	.035	.029							
JACKSONVILLE	Florida Times-Union									
128,248 146,259 (1935 State)	(m) 74,888	.16	...	(I-D) (AP, UP) (†) (ROP-3) (5¢d, 10¢S, 20¢wcity, 25¢wctry, 85¢m, city, $1.05m, ctry, $3.50m, $8S) (106)	Florida Pub. Co..... Willis M. Ball, Pres.	Willis M. Ball..... P. M. Ball	.....	J. M. Elliott (bm)..... J. B. Lee (cm)	W. B. Goodloe (n).....	.....
	Sunday edition (S) 62,605	.18	...							
	Journal (e) 38,218	.12	...	(I-D) (AP) (†) (5¢, 15¢w, 65¢m, $3.50) (100-9)	Metropolis Co..... John H. Perry, Pres. Howard W. Parish, Pub.	Gold V. Sanders..... Harold S. Cohn	Robt. N. Dow, Jr..... Walter Lynch (sp)	Howard W. Parish..... W. A. Woolington (cm)	Geo. B. Tobi..... Dan McNeil (n) C. W. Yeager (cl)	R. Dow
KEY WEST	Citizen									
12,320	(e) 1,450	.03	.03	(I-D) (AP) (†) (J) (5¢, 20¢w, 85¢m, $3) (none)	Citizen Pub. Co..... L. P. Artman, Pres.-Pub.	L. P. Artman.....	Allan Armstrong..... Pedro Aguilar (sp)	Joe Allen (bm).....	Joe Allen (n).....	.....
LAKELAND	Ledger & Star Telegram									
18,154	(e) 6,822	.06	.05	(D) (AP) (†) (5¢) (15)	Ledger Pub. Co., Inc... J. C. Smith, Pres.	Harris G. Sims..... E. P. Thomas	Kendall Tolle..... Jack Mathews (sp)	A. W. Smith (bm).....	B. H. Anderson..... R. B. Floyd (cl)	A. J. Trueblood
	Sunday edition (S) 7,120	.06	.05							
LAKE WORTH	Leader									
5,119	(e) 1,648	.04	.042	(I-D) (UP) (†) (J) (5¢, 15¢w, 60¢m, $3) (40)	Kenneth M. Hawks....	Helen M. Hawks.....	Helen M. Hawks..... Chas. De Vault (sp)	.....	Curtis H. Miller.....	Al. Engram
MIAMI	Herald									
127,601 (1935 State)	(m) 62,842	.18	14	(I-D) (AP, UP, INS, (*S) (†) (ROP-1) (5¢, 25¢w, $1.10m, $3.50) (117-49)	Herald Pub. Co..... John S. Knight, Pres.-Pub.	Ellis Hollums..... John D. Pennykamp	John C. Clark, Jr..... Everett Clay (sp)	James L. Knight (bm). S. R. Fincher (cm)	John T. Watters..... N. N. Songer (n) C. A. Sargent (cl)	H. B. Reese
	Sunday edition (S) 66,542	.18	.15							
	News									
	(e) 35,458	.13	.10	(D) (AP, UP, INS) (*S) (†) (ROP-1) (5¢, 25¢w, $1.10m, $3.50, $7) (109-9)	Daily News, Inc..... James M. Cox, Pres.-Pub.	Hal I. Leyshon..... F. P. Malone	T. Q. Smith..... Jack Bell (sp)	D. J. Mahoney..... Chas. T. Coffin (bm) R. M. Frost (cm)	Geo. Thorpe..... Martin P. Tracy (n) Joe Hyat (cl)	Paul White
	Sunday edition (S) 35,855	.13	.10							
NEW SMYRNA	News									
4,770	(e) 1,703	.03	.025	(I) (AP) (†) (J) (5¢, 15¢w, 65¢m, $2.50) (63)	DeLand Pub. Co ..... R. H. Cone, Pres. Arthur L. Himbert, Pub.	Arthur L. Himbert....	Arthur L. Himbert..... Lawrence E. Smith (sp)	Arthur L. Himbert.....	Arthur L. Himbert....	Arthur L. Himbert (j)
OCALA	Banner									
8,110	(m) 3,369	.025	...	(D) (UP) (†) (J) (5¢) (25-49-93)	Ocala Banner, Inc..... Frank Harris, Jr., Pres.	Harris Powers.....	Tom Leonard (sp).....	Frank Harris, Jr. (bm).. T. F. Folks (cm)	T. F. Folks ..... Helen Newman (cl)	V. Whaley (j)
	Sunday edition (S) 3,369	.025	...							
	Star (e) 3,821	.025	.025	(D) (AP) (†) (J) (5¢, 15¢w, 60¢m, $3) (122)	Star Pub. Co..... M. A. Bittinger, Pres. H. D. Leavengood, Pub.	R. N. Dosh.....	Louis Chazal..... James Condrey (sp)	H. D. Leavengood (bm) J. P. Clements (cm)	S. T. McDowell	Jack Whaley Fred Price (j)
ORLANDO	Sentinel									
30,481 (1935 State)	(m) 11,388	...	...	(I-D) (AP, UP, INS) (†) (ROP-2) (5¢d, 10¢S, 25¢w, $1.05m) (122)	Orlando Daily News-papers, Inc. Martin Andersen, Pres.-Pub.	Martin Andersen (m).. J. C. Brossier (e) H. Balch (me)	Walter Keil (ce-m)..... R. H. Haskell, Jr. (ce-e) Bob Hayes (sp-m) Wilson McGee (sp-e) Henry Balch (Su)	Carmage Walls (bm)... L. J. Hagood (cm)	G. W. Newhart..... Carmage Walls (n) M. Lawrence (cl)	T. G. Cornelison
	Reporter-Star									
	(e) 7,639	...	...							
	Combined daily (me) 19 027	.11	.096							
	Sunday edition (S) 16,296	.11	.096							
PALATKA	News									
6,700	(e) 5,121	.04	.04	(I-D) (AP) (†) (J) (5¢, 15¢w, 65¢m) (40)	News Pub. Co..... M. M. Vickers, Pres.	A. Bev. Baker.....	A. Bev. Baker..... R. M. Billings (sp)	A. Bev. Baker..... James P. Lamon (cm)	James P. Lamon.....	L. A. Wilhite
PALM BEACH	News									
1,836	(m)	.10	...	(I) (INS) (J) (5¢, $3) (52)	Davies Pub. Co., Inc... Oscar G. Davies, Pres. (Note: Issued during winter season Dec. 19 to April 1st)	Ruby Edna Pierce.....	Eugene Buzzell (sp).....	Ruby Edna Pierce (gm) Paul Schroers (cm)	Robt. Cheshire..... V. S. Grandin (n)	J. T. Darden
PANAMA CITY	News-Herald									
8,701 10,468 (1935 State)	(e) 3,229	.04	.027	(D) (AP) (†) (5¢, 15¢w, 65¢m) (100-9)	Bay County Publishers, Inc. John H. Perry, Pres.	Thorne Lane.....	Bill Pinney (sp).....	Braden Ball (bm)..... W. R. Cummins (cm)	Cecil B. Kelley..... H. G. Crooke (cl)	L. M. Pericola
PENSACOLA	Journal									
30,826 (1935 State) 40,348 (ABC City)	(m) 12,061	...	...	(I) (AP) (†) (5¢) (100-9)	News-Journal Co..... John H. Perry, Pres. Norvin S. Veal, Pub.	Marion Gaines..... Frank Pericola (me-m) Don Hogan (me-e)	.....	R. Friedrichsen (cm)...	George W. Archer..... W. D. Boyett (cl)	.....
	News									
	(e) 9,768	...	...							
	Combined daily (me) 21,829	.11	...							
	Sunday edition (S) 14,637	...	...							
	Evening & Sunday (eS)	.13	...							
ST. AUGUSTINE	Record									
10,418	(e) 4,693	.04	.04	(I) (AP) (†) (J) (ROP-3) (5¢, 18¢w, 75¢m, $2.50) (25)	Record Co..... Scott M. Lofton, Pres.	Miss Nina Hawkins....	W. D. Clay..... Harvey Lopez (sp)	A. H. Tebault (bm).... Roy Chamber (cm)	W. W. Wilson..... B. Wilson (n)	E. C. Creech F. Gimmel
	Sunday edition (S) 4,693	.04	.04							
ST. PETERSBURG	Independent									
40,856 (1935 State) 41,974 (ABC City)	(e) 11,572	.07	.055	(I-D) (AP) (†) (ROP-2) (5¢, 15¢w, 60¢m, $3) (25)	Eve. Independent, Inc.. Lew C. Brown, Pres.	Lew B. Brown..... A. R. Dunlap	Paul A. Davis..... Jeff Moshier (sp)	L. C. Brown..... A. M. Wing (bm) O. L. Richmond (cm)	R. D. Peterson..... A. Quirk (n) R. E. Goodale (cl)	J. H. Livingston
	Times									
	(m) 15,769	.08	.08	(AP, UP) (†) (ROP-1) (5¢, 10¢S, 25¢w, $1.05m; $3d, $7) (122)	Times Pub. Co..... Paul Poynter, Pres.	Nelson Poynter..... T. C. Harris	Ned Aitchison..... Stan Witwer (sp)	Nelson P. Poynter (bm) Floyd Weidman (cm)	B. E. Bryan..... M. D. Ulrich (n) Joe Plaskett (cl)	R. S. Stratton
	Sunday edition (S) 18,766	.09	.09							
SANFORD	Herald									
10,797	(e) 1,703	.03	.03	(I) (AP) (†) (5¢, 20¢w, 75¢m) (63)	Rolland Dean, Pres....	Rolland Dean..... Gene Gerrell	Chas. Chalker (sp). ...	W. Gordon Dean..... Lourine Beal (am)	Guy Wood..... Lourine Beal (n)	C. A. Haines

(Continued on page 26)

4,971 New Homes were built in Greater Miami last year . . . The Herald's Increase in City Circulation amounts to more than enough to fill all of these New Homes

STORY, BROOKS AND FINLEY, National Representatives
New York, Philadelphia, Chicago, Cleveland, San Francisco
GARNER AND GRANT, Atlanta, Ga.

If all the new homes built in Greater Miami during the past year were set on fifty foot lots and placed end to end . . . the sum total of them would stretch a distance of over 50 miles. That's a lot of homes! The equivalent to an entirely new city!

Add this to the Miami of a year ago. What do you get? A market that's as green as any on the map! These substantial, home owning, people want things, are ready to buy them, and will buy. If you have something to sell . . . why don't you get together?

Remember, The Herald is keeping pace . . . and more . . . with figures to prove it. You can reach 51 miles of new homes through this one medium alone!

The Miami Herald

FLORIDA'S MOST COMPLETE NEWSPAPER

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SARASOTA	Herald-Tribune									
13,625	(e) 3,410	.035	.036	(I) (AP) (†) (ROP-1) (5¢d, 10¢S, 20¢w, 85¢m, $3) (122)	Sarasota Newspapers, Inc. David B. Lindsay, Pres.-Pub.	George D. Lindsay Wm. Coe	Wm. Coe W. P. Dozier, Jr. (sp)	David B. Lindsay Richard E. Lindsay (bm) W. S. Anderson (cm)	E. E. Naugle Stuart Beerye, Jr. (cl)	E. F. Cason
	Sunday edition									
	(S) 3,410	.035	.036							
SEBRING	American									
3,192	(e) 4,332	.03	...	(D) (AP) (†) (ROP-2) (40)	F. M. Arkell, Pres.-Pub.	Wm. Arkell	E. M. Riedinger Clark Salgado (sp)	Flora Arkell (bm) Louise Campbell (cm)	W. R. Arkell	I. J. Moon T. Salgado (j)
	Sunday edition									
	(S) 4,332	.03	...							
TALLAHASSEE	Democrat									
11,726	(e) 5,837	.04	...	(I) (AP) (†) (J) (5¢, 60¢m) (122)	Capital City Pub. Co. John M. Tapers, Pres.	John Kilgore (me)	W. P. Jones (sp)	J. M. Tapers Robert Jordan (cm)	Teresa M. Myers H. Fishwick Jr. (cl)	W. A. Perkins
	Sunday edition									
	(S) 5,837	.04	...							
	Florida State News									
	(m) 5,600	.04	.04	(D) (UP) (†) (J) (5¢, 15¢w, 60¢m) (63)	Charles W. Hunter	Rex Saffer George Anderson	George Anderson R. L. Hunter (sp)	Rex Saffer R. L. Hunter (cm)	S. Albert Smith	P. Croft
	Sunday edition									
	(S) 5,600	.04	.04							
TAMPA	Times									
101,143 (1935 State)	(e) 30,018	11	...	(I-D) (AP) (†) (ROP-3) (5¢, 18¢w, 78¢m) (65)	Tampa Times Co. David E. Smiley, Pres. David E. Smiley & Ralph Nicholson, Pub.	David E. Smiley Edgar Ray	Jos. Grotegut Byron Hollingsworth (sp)	Ralph Nicholson Eric MacInnes (cm)	L. H. Towner J. H. Hampton (n) A. Anderson (cl)	J. Brooker
						*ABC Publishers interim statement 3 months, ending Dec. 31, 1939.				
	Tribune									
	(m) 51,627	.14	.075	(D) (AP, UP) (†) (ROP-1) (J) (5¢d, 10¢S, 25¢w, $1.05m, $3d, $7S) (109-9-4)	The Tribune Co. S. E. Thomason, Pres.-Pub.	E. D. Lambright R. W. Simpson	V. M. Newton, Jr. Pete Norton (sp) H. E. Schaden (Su)	J. S. Mims J. C. Council (cm)	Truman Green P. J. Gordon (n) Lyman Mallard (cl)	H. L. Mims (j)
	Sunday edition									
	(S) 58,890	.15	.082							
WEST PALM BEACH	Palm Beach Post									
27,248 (1935 State)	(m) 7,862	...	...							
	Palm Beach Times									
	(e) 4,896	...	...	(I-D) (AP, UP) (†) (5¢, 25¢w, d.-, $1.05m, d.-, $3.50) (65)	Palm Beach Publications, Inc. C. Barry Shannon, Pres.	Don Morris Thos. E. Penick (me-m) Fenwick P. Cole (me-e)	Thos. E. Penick (ce-m) F. P. Cole (ce-e) Robert C. Balfe (sp) Thos. E. Penick (Su)	Harry Giovannoli Jack Deadwyler (cm)	Lamar Parker Biron A. Valier (n) Walton Bryan (cl)	J. W. Ferguson
	Combined daily									
	(me) 12,758	.10	.114							
	Sunday Post-Times									
	(S) 10,849	.10	.114							
WINTER HAVEN	Chief									
5,532 (1935 State)	(e) 4,754	.04	...	(I) (AP) (†) (J) (5¢, 15¢w, 75¢m) (69)	Florida Chief Pub. Co., Inc. Cyrus L. Lee, Pres.	M. M. Lee John McMullen	John McMullen Hal P. Munck (sp)	C. L. Lee Carlos L. Cooper (cm)	E. D. Bratton	C. L. Lee

GEORGIA

City Population	Name of Newspaper, Circulation	Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBANY	Herald									
14,507	(e) 7,169x	.05	.05	(D) (AP) (†) (ROP-1) (5¢)(14)	Herald Pub. Co. H. T. McIntosh, Pres.-Pub.	H. T. McIntosh W. M. Pryse	Mrs. C. P. Whiting James Robinson (sp)	J. A. Davis (bm) H. H. Salyer (cm)	J. A. Davis C. D. Tounsley (n) Miss B. Jones (cl)	W. A. Rachals
	Sunday edition									
	(S) 7,302x	.05	.05							
AMERICUS	Times-Recorder									
8,760	(e) 3,945	.04	...	(D) (AP, UP (†) (5¢, 65cm, $2.50) (18)	Times-Recorder Co., Inc. Jas. R. Blair, Pres.-Pub.	Jas. R. Blair	M. L. St. John	James R. Blair Eugenia Walker (cm)	J. P. Luther J. R. Blair (n)	A. H. Webb
ATHENS	Banner-Herald									
18,192	(e) 4,813x	.045	...	(D) (AP) (42)	E. B. Brasswell			E. B. Brasswell		
	Sunday edition									
	(S) 4,812x	.045	...							
ATLANTA	Constitution									
360,692	(m) 101,089	.20	.18	(D) (AP, UP) (*S)(†) (ROP-1) (5ed, 10eS, 25¢w, $1.10m, $2d, $7S) (67-9)	Constitution Pub. Co. Clark Howell, Pres.-Pub.	Clark Howell N. S. Noble	W. M. Hines Jack Troy (sp)	Clark Howell H. H. Trotti (bm) H. G. Miller (cm)	John K. Ottley, Jr. (ad-dir) H. H. Sampson (loc.) Roby Robinson (n) J. H. Haire (cl)	
	Sunday edition									
	(S) 107,371	.24	.18							
	Journal									
	(e) 106,729	.28	145	(I-D) (AP, UP, INS) (*S) (ROP-1) (†) (5¢, 10¢S, 25¢w, $1.10m, $2e, $4-$7S) (95)	Atlanta Journal Co. John A. Brice, Pres. James M. Cox, Pub.	John Paschall J. S. Pope	Wright Bryan Morgan Blake (sp) Angus Perkerson (Su)	Geo. C. Biggers H. B. Wilcox (Secy-Treas. Horace Powell (cm)	Jas. R. Brumby Sam Dull (n) Searcy Garvin (cl)	W. W. Wever
	Sunday edition									
	(S) 126,822	.33	.155							
AUGUSTA	Chronicle									
60,342	(m) 25,306	.07	.057	(D) (AP) (†) (5¢, 20¢w, 85¢m) (13)	Chronicle Pub. Co. William S. Morris, Pres.-Pub.	R. L. M. Parks (me)	Earl DeLoach Tom Wall (sp)	William S. Morris W. S. Martin (cm)	J. L. Robertson, (V.-P. & Ad. dir.) P. H. Rice (n) A. G. Walton (cl)	
	Sunday edition									
	(S) 25,797	.07	.057							
				(Color accepted front and back page of section.)						
	Herald									
	(e) 22,725	.07	.06	(D) (AP) (†) (5¢, 20¢w, 85¢m, $2.50) (42)	Herald Pub. Co. D. G. Fogarty, Pres. G. R. Boswell, Pub.	Millwee Owens Sam Moss	Sam Moss J. H. Samuel (sp) Sam Moss (Su)	G. R. Boswell J. O. Jones (cm)	J. C. Harrison H. J. Shearer (n) J. C. Harrison (cl)	J. Waterston
	Sunday edition									
	(S) 22,611	.07	.06							
BRUNSWICK	News									
14,022	(e) 5,186	.04	...	(I) (AP) (†) (25)	News Pub. Co. C. H. Leavy, Pres.	C. H. Leavy C. J. Leavy, Jr.	C. R. Sutlive (sp)	C. F. Leavy (bm) E. F. Thompson (cm)	Mason Meeks (n)	S. B. Bruand
COLUMBUS	Enquirer									
43,185	(m) 8,295x	...	...							
58,700 (ABC City)	Ledger									
	(e) 10,642x	...	...	(D) (AP) (†) (ROP-1) (5¢d, 10¢s) (13)	Ledger Enquirer Co. M. R. Ashworth, Pres.-Pub.	R. M. Page (ed. in ch.) W. C. Tucker E. T. Brinkley (me) R. A. Rainey (me)	L. H. Mitchell and H. L. Watkins (ce) Felton Gordon (sp) John Jenks (sp) Nelson Shipp (Su)	W. E. Page, Jr. O. L. Randall (cm)	F. C. Bunting W. E. Page, Jr. (n) W. E. Douglass (cl)	W. A. Barr
	Combined daily									
	(me) 18,937x	.11	...							
	Ledger-Enquirer									
	(S) 18,857x	.11	...							
CORDELE	Dispatch									
6,886	(e) 3,085	.03	...	(D) (AP) (J) (5¢) (40)	Dispatch Pub. Co., Inc. John W. Greer, Jr., Pres.-Pub.	John W. Greer, Jr. Billie Fielder	W. J. Fielder J. W. Greer, Jr. (Sp-Su)	J. W. Greer, Jr. (bm) H. F. Strickland (cm)	C. A. Pound O. Braswell (cl)	
	Sunday edition									
	(S) 3,085	.03	...							
DUBLIN	Courier-Herald									
6,681	(e) 6,552	.04	.028	(D) (AP, UP) (†) (J) (2¢, 15¢w, 50¢m) (18)	Courier-Herald Pub. Co. Inc. W. H. Lovett, Pres. W. M. Harrison, Pub.	A. T. Coleman, Jr.		W. M. Harrison (bm) Joe W. Smith (cm)	D. T. Cowart Mrs. C. W. Green	H. R. Greer Jos. T. Page
GRIFFIN	News									
10,321	(e) 4,322	.035	...	(I-D) (AP) (†) (J) (25)	Quimby Melton	Quimby Melton Cecil Hurst	C. B. Hooks C. Bedenbaugh (sp)	Quimby Melton Cary Reeves (bm)	Winburn Rogers Geo. Jones, Jr. (cl)	T. Naber
LA GRANGE	News									
20,131	(e) 4,389	.04	...	(D)(UP)(†)(J) (5¢, 65¢m, $2) (18)	La Grange Reporter Co. Roy C. Swank, Pres.-Pub.	Roy C. Swank E. M. Howell	E. M. Howell Geo. Burnham (sp)	Roy C. Swank Raymond Fuller (bm) Geo. Burnham (cm)	Raymond Fuller Ross Henslee (cl)	M. M. Dickinson
MACON	News									
53,829	(e) 9,414	...	...							
	Telegraph									
	(m) 26,602	...	...	(D) (AP) (†) (ROP-3) (5¢d. 6¢S, 25¢w-me, $2.50) (13)	Telegraph Pub. Co. W. T. Anderson, Pres.	W. T. Anderson (m). George W. Burt (e) Buford Boone (me-m) G. W. Griffin (me-e)	G. W. Griffin (e) Buford Boone (m) Foy Evans (sp-e) Albert Gerders (sp-m)	Peyton T. Anderson P. Anderson, Jr. (bm) J. T. Webb (cm)	R. I. Neal W. T. Haden (cl)	
	Combined daily									
	(me) 36,016	.15	.15							
	Sunday edition									
	(S) 27,500	.15	.10							
MARIETTA	Journal									
7,635	(e) 3,954	.03	...	(D) (UP) (J) (15¢) (40)	Marietta Pub. Co. W. L. Harris, Pres.-Pub.	A. Tregone W. L. Harris	Alex Tregone	Wm. L. Harris	Jas. I. Groover	G. Toole C. Marlow (j)
MILLEDGEVILLE	Times									
5,534	(m) 2,946	.025	...	(D) (UP) (J) (3¢) (40)	T. W. Twitty, Pub.	T. W. Twitty			Jas. M. Patton	
MOULTRIE	Observer									
8,027	(e) 2,897	.03	03	(D) (AP) (†) (5¢, 15¢w, 65cm) (none)	Observer Pub. Co. C. B. Allen, Pres.-Pub.	C. B. Allen Grady Adams	W. D. Avera	C. B. Allen (bm) Erle Taylor (cm)	M. E. Nussbaum MabelPotts (cl)	A. E. Leverett
ROME	News-Tribune									
21,843	(e) 6,487	.045	.045	(I-D) (INS) (†) (5¢ 15¢w, 65¢m, $2.50) (none)	News Pub. Co. W. S. Mudd, Pres. B. H. Mooney, Pub.	J. R. Hornaday	Colvin Maxwell "Son" Maxwell (sp)	C. B. Wright (bm) E. W. Hine (cm)	Max Milhollin C. B. Wright (n) G. C. Allen (cl)	W. B. J. Floyd
	Snday edition									
	u(S) 6,625	.045	...							
SAVANNAH	News									
88,024	(m) 28,673x	.09	.09							
	Press									
	(e) 17,110x	.09	.09	(I) (UP, AP, INS) (†) (5¢m, e, 10¢S, 20¢w, m, 15¢w, e, 85¢mm, 75¢me, $1.50m, $2e, $3.50S) (42)	The Morning News, Inc. H. V. Jenkins, Pres.-Pub.	H. V. Jenkins (m) W. G. Sutlive (e) J. P. Miller (me-m) W. G. Sutlive (me-e)	R. M. Charlton (m) John L. Sutlive (e) W. D. McMillan (sp-m) Walter Campbell (sp-e)	H. V. Jenkins (bm) Jack J. Cubbedge (cir-acct)	Boykin Paschal (adv-dir.) T. S. Whitfield (local) C. E. Hutchins (n-cl)	Malcolm Bell
	Combined daily									
	(me) 45,783x	.14	.14							
	News									
	(g) 28,420x	.09	.09							
	Evening & Sunday									
	(eS)	.14	.14							
	Times									
	(e)	.06	...	(D) (†) (3¢d, 5¢S) (63)	Public Opinion, Inc. S. D. Deloach, Pub.	Chas. Freeman J. McQuade		King Dixon (bm) Paul Hoffman (cm)	K. W. Lunn King Dixon (n) Mrs. W. Parish (cl)	C. E. Kaufman
	Sunday edition									
	(S)	.06	...							

(Continued on page 28)

It's an OLD SOUTHERN CUSTOM With a New Angle!

Dixie is peculiar in a very sensible sense—it clings to the traditions of friendship and of service. For example, once a subscriber feels and believes that a newspaper is a living symbolism of the South's best interests, reflecting and echoing its true spirit—*that* reader NEVER fails to support *that* paper! The Atlanta Journal is truly an "Old Southern Custom"—and has been for more than half a century. True to the traditions of the past, The Journal has, nevertheless, kept pace with the younger generations of the New South.

NOW...as Atlanta's Only Evening Newspaper, The Journal's Sphere Of Influence Is Greater Than Ever

On December 18, 1939, The Journal became the only evening newspaper in Atlanta. By January 15, unprecedented gains had taken its circulation to an all-time record high. In less than four weeks the daily total climbed to 140,000 and the Sunday total to 175,000—a gain of 35,000 families daily and 40,000 families on Sunday!

As rapid as was The Journal's circulation increase, it did not exceed the pace with which its field of editorial interest was broadened to satisfy the reading habits of more than 140,000 new readers. Now—more than ever before—The Atlanta Journal exercises a profound influence on the thoughts and buying impulses of this great Southern market.

Present advertising rates are based on this circulation—140,000 daily and 175,000 Sunday . . . and it is a rising market. Journal daily and Sunday circulation is growing day by day. . . . Truly The Journal Covers Dixie Like the Dew!

140,000
Total DAILY Circulation

175,000
Total SUNDAY Circulation

The Voice of the South
WSB
50,000 WATTS

The Atlanta Journal

"The Journal Covers Dixie Like the Dew"

O'MARA & ORMSBEE, INC., NATIONAL REPRESENTATIVES

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
THOMASVILLE 11,732	Times-Enterprise (e) 3,422	.03	...	(D) (AP) (†) (5¢) (none)	Times-Enterprise Co., Inc. E. R. Jerger, Pres.-Pub.	E. R. Jerger		W. D. Hargrave (bm)	L. E. Kelly	
TIFTON 3,390	Gazette (e)	.02	...	(D) (AP) (†) (J) (3¢) (40)	Gazette Pub. Co. L. R. Herring, Pres.	Robt S. Herring	Peggy Coleman	H. E. Herring L. R. Herring (cm)	G. N. Herring	W. S. Bradford F. N. Goggans (j)
VALDOSTA 13,482	Times (e) 3,392	.035	...	(D) (AP) (†) (J) (40)	Valdosta Press, Inc. C. R. Griffin, Pres. E. L. Turner, Pub.		Joe Davis (sp)	E. L. Turner (bm) C. B. Heidt (cm)	M. E. Brewster Miss R. McConnell (n) C. B. Heidt (cl)	E. Martin
WAYCROSS 15,510	Journal-Herald (e) 5,049 Sunday edition (S) 5,049	.04 .04	.04 .04	(D) (AP) (†) (J) (5¢, 15¢w, 65¢m, $3) (none)	Waycross Journal-Herald Co. Jack Williams, Pres.-Pub.	Jack Williams Liston Elkins	Liston Elkins Kenneth Jones (sp)	Jack Williams Jack D. Jennings (cm)	J. M. Markey, Jr. Miss Louise Breen (n)	W. L. Barber B. Yarbrough (j)

TERRITORY OF HAWAII

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HILO 10,468	Press (m) 3,469 Sunday edition (S) 3,468	.03 .03	.043 .043	(I) (UP) (†) (J) (5¢, 75¢m) (132)	Hawaii Press John A. Lee, Pub.	Harold W. Ching	James A. Lee (sp)	John A. Lee John B. Dixon (cm)	John A. Lee (n)	Wm. Estrella Wm. Estrella, Jr. (j)
	Tribune-Herald (e) 3,527 Sunday edition (S) 3,933	.04 .04	.04 .04	(R) (AP, UP) (†) (J) (5¢, 75¢m, $2.50) (95)	Hilo Tribune-Herald, Ltd. J. R. Farrington, Pres.	Virginia B. Hill Kenneth S. Byerly	Virginia B. Hill Ray Yuen (sp)	Kenneth S. Byerly Geo. Fernandez	Milton H. Carter K. S. Byerly (n) M. H. Carter (cl)	Sam Jackson
	Mainichi (e)	...	...	.....	Mainichi Sha, Ltd. N. Tokushiro, Pres.	T. Sakaguchi	M. Hiraiwa (sp)	N. Tokushiro (bm) T. Okano (cm)	M. Shibukawa M. Shibukawa (n)	K. Terumoto H. Fukuda (j)
HONOLULU 137,582	Advertiser (m) 19,235 Sunday edition (S) 27,012	.09 .10	.09 .10	(I-R) (UP) (ROP-2) (†) (J) (5¢, 10¢S, 25¢w, $1m, $3.33d, $7S) (65)	Advertiser Pub. Co. Lorrin P. Thurston, Pres.	Raymond S. Coll	Bob Trumbull (ce) Ray Coll, Jr. (news) Vernon McQueen (sp)	Lorrin Thurston Jan Jabulka (bm) G. S. Garner (cm)	J. A. Doyle S. G. Walker, Jr. (n) Laura Miller (cl)	Ed Lord (j)
	Star-Bulletin (e) 31,975 Saturday edition (S) 36,470	... ...	... ...	(I-R) (AP, UP) (†) (J) (ROP-1) (5¢) (95)	Honolulu Star-Bulletin, Ltd. J. R. Farrington, Pres.	Riley H. Allen Vern Hinkley	W. H. Ewing Don Watson (sp)	J. R. Farrington W. P. Dyer (cm)	Porter Dickinson Roy Johnson (el)	B. C. Stearns
	*Nippu Jiji (e)	...	...	.....	Nippu Jiji Co., Ltd. Yasutaro Soga, Pres.-Pub.	Yasutaro Soga S. Asami	S. Asami Wallace Hirai (sp)	K. Kawmoto M. Morikawa (cm)	S. Furukawa Harry S. Tomita (n) H. Amano (cl)	I. Seto
	*Hawaii Hochi (e) 12,280	.065	...	.....	Fred K. Makino	Geo. Wright (Eng.) S. Terasaka (Jap.) K. Kawamura	M. Honda	F. K. Makino (gm-bm) K. Kumasaki (cm)	T. Nakahata Eugene T. Ichinose (n) Ethel Hirata (cl)	

Note: *Japanese and English.

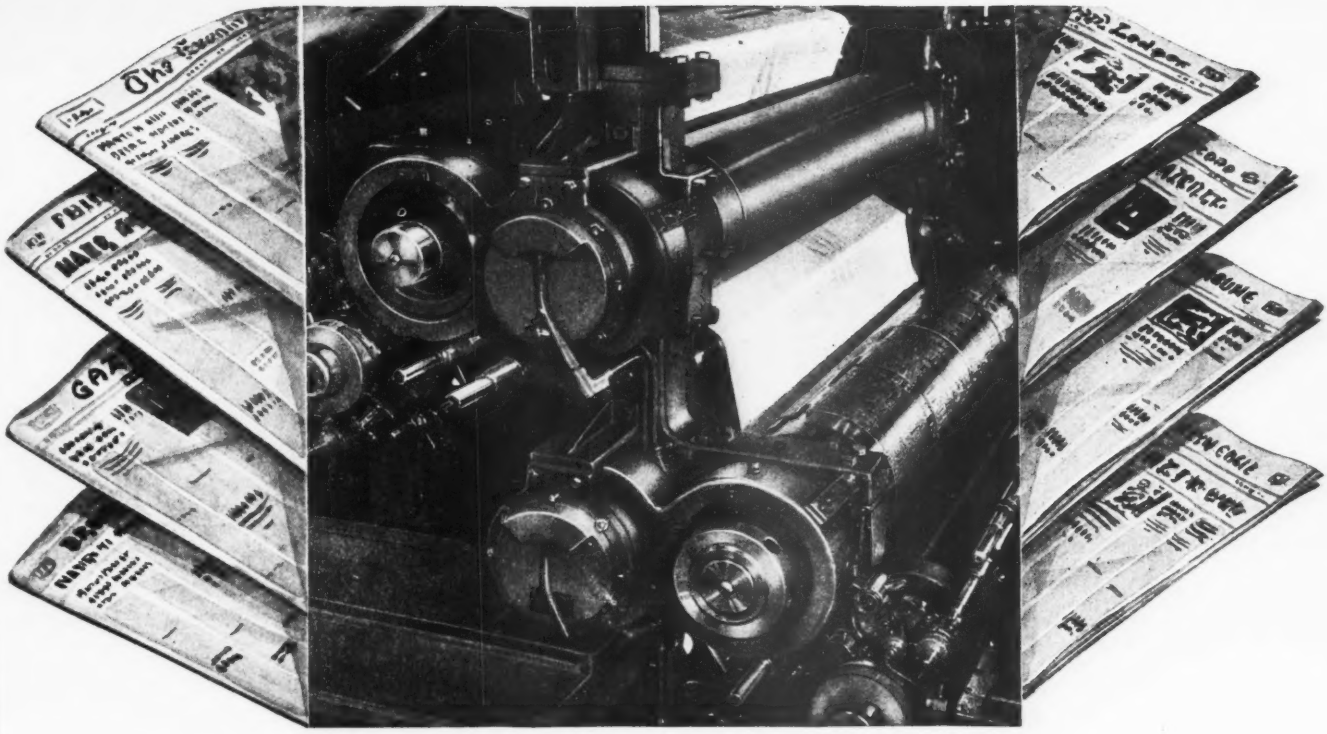
IDAHO

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BLACKFOOT 3,199	Bulletin (e) 2,254	.03	...	(I) (AP) (†) (J) (5¢, 13¢w, 50¢m) (25, 132)	Bulletin Pub. Co. E. H. Paysen & John L. Rider, Pubs.	E. H. Paysen		J. L. Rider (bm)	E. H. Paysen	T. H. Nonini
BOISE 21,544	Capital News (e) 18,002	.06	...	(I) (UP) (†) (J) (ROP-2) (5¢) (51)	Capital News Pub. Co. T. C. Robertson, Pres.	Max G. Funke	Walter H. Johnson John Corlett (sp)	Taylor C. Robertson Stanley Morris (cm)	Geo. L. Fleharty T. C. Robertson (n) F. C. Cochrane (el)	Ray N. Castle Henry Hansen (j)
	Idaho Statesman (m) 17,957 Sunday edition (S) 18,684	.07 .07	.07 .07	(R) (AP) (†) (ROP-2) (J) (5¢d, 10¢S, 20¢w, 75¢m, $2.50d, $6S) (106)	The Statesman Ptg. Co. Margaret C. Ailshie, Pres.-Pub.	Irving W. Hart	Bert Eustis Lee Russell (sp) Geo. Esselburne (Su)	E. E. Walden	Irl M. Baker Chas. T. Glenn (el)	J. T. Hawkes R. Cunningham (j)
CALDWELL 4,974	News-Tribune (e) 3,248	.03	.03	(I) (AP) (J) (5¢) (25)	Caldwell News-Tribune, Inc.	J. T. LaFond	Maurice Russell	J. T. LaFond H. G. Cochrane (bm)	Wiley Dodds	L. L. Shepherd F. G. Michener (j)
COEUR D'ALENE 8,297	Press (e) 3,080x	.03	...	(I) (UP) (†) (J) (5¢) (51)	Coeur D'Alene Press Co. Burl C. Hagadone, Pres	Burl C. Hagadone	Charles Sowder, Jr. Francis Cope (wire)	Burl C. Hagadone	C. R. Bull A. Preston (n)	George Kidwell Clyde Hodge (j)
IDAHO FALLS 9,429	Post-Register (m) 2,862x	...	...	(I) (AP, UP) (†) (ROP-1) (J) (5¢, 18¢w, $2.50) (14)	Post Co. E. F. McDermott, Pres.-Pub.	C. D. Wood (me)	E. H. Hood Milt Mangnum (sp)	Edwin F. McDermott E. Shohoney (cm)	H. A. Burnett Frank Kaull (n) Ralph Lee (el)	W. W. Merman J. M. Brady (j)
	Post-Register (e) 4,937x Combined daily (me) 7,799x	... .05	... .05							
	Sunday edition (S) 7,802x	.05	.05							
KELLOGG 4,124	News (e) 1,376	.029	...	(5¢) (none)	W. L. Penney			W. L. Penney W. L. Penney, Jr. (cm)		J. B. Penney
LEWISTON 9,403	Tribune (m) 7,709 Sunday edition (S) 7,928	.05 .05	.05 .05	(I-D) (AP) (†) (ROP-1) (J) (5¢, 30¢w, 75¢m, $2.50) (25-131)	Tribune Pub. Co. E. L. Alford, Pres.-Pub.	A. L. Alford	Thos. J. Campbell Paul E. Jones (sp) Floyd L. Smith (Su)	E. L. Alford E. E. Stewart (cm)	Wendell McEwen Jas. Somerville (n) D. P. Rothelsberger (cl)	E. R. Flickinger
MOSCOW 4,476	Daily Idahoian (e) 2,100x	.04	...	(I-R) (UP, AP) (J) (5¢, 10¢w, 40¢m) (25)	Review Pub. Co., Inc. Mrs. F. B. Robinson, Pres.	Porter Ward W. T. Marineau	L. A. Boas Tom McCall (sp)	W. T. Marineau E. W. Spriesterbach (cm)	John Montgomery	Ralph Brownslow
NAMPA 8,206	Free Press (e) 4,063	.05	...	(I) (AP, UP) (†) (5¢, 50¢m, $1.50) (25-28)	Idaho Free Press Co. B. Mainwaring, Pres.-Pub.	B. Mainwaring Gerald McFarland	Gerald McFarland	Bernard Mainwaring L. P. Arant (bm) M. M. Arant (cm)	Chas. Stark Blanche Danes (n)	Lea Stiles
POCATELLO 16,471	Idaho State Journal (m) 2,736	...	...	(AP) (†) (J) (ROP-4) (none)	Tribune-Journal Co., Inc. G. N. Ifft, Pres. W. S. Cady & G. N. Ifft, Pubs.	Geo. N. Ifft (e)	G. Nicholas Ifft John Chandler (sp)	W. S. Cady Jas. E. Meilstrup (cm)	R. R. Beers W. R. Howard (n) Muriel L. Ruggles (el)	Edw. Smith Russell Graves (j)
	Tribune (e) 5,062 Combined daily (me) 7,798	... .08	... ...							
	Tribune-Journal (S) 7,872	.08	...							
TWIN FALLS 11,001 (ABC City)	News (m) 7,503x	...	...	(I) (AP, UP) (†) (ROP-3) (J) (5¢d, 15¢w, 60¢m, $2) (131)	Idaho Times Pub. Co. & Twin Falls News Pub. Co. R. S. Tofflemire, Pres.-Pub.	R. S. Tofflemire (me-m) John C. Harvey (me-m) J. J. Mullen (me-e)	O. A. Kelker (ce-e) John Brosnan (ce-m) M. Sanderson (sp-m) Harold J. Wood (sp-e)	R. S. Tofflemire Emil Bordewick (bm) Al Westergren (cm)	R. H. Warner Allan Hyde (el)	Ed Brinegar L. K. Miller (j)
	Times (e) 7,779x Combined daily (me) 15,282x	... .095	... .095							
	Sunday edition (S) 7,936x	.095	...							
WALLACE 3,634	Press-Times (e) 2, 59	.03	...	(I) (AP) (J) (50¢m) (10-25)	Press-Times Pub. Co. H. L. Day (V. P.)	Henry L. Day		F. N. Shreve (bm) Weslie Lieb (cm)	F. N. Shreve Marjorie Clark (el)	C. Drews

ILLINOIS

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALTON 30,151	Telegraph (e) 15,797	.07	.04	(I-R) (AP) (†) (3¢, 15¢w, 65¢m) (131)	Telegraph Ptg. Co. Paul B. Cousley, Pres.	Paul B. Cousley	Jos. J. Dromgoole Ernest Potts (sp)	John D. McAdams Richard P. Howser (cm)	L. A. Sharkey J. D. McAdams, Jr. (n) Henry McAdams (el)	
AURORA 46,589 47,817 (City Zone)	Beacon-News (e) 19,923 Sunday edition (S) 20,148	.085 .085	.047 ...	(I-R) (AP) (†) (ROP-2) (3¢, 18¢w, $1.60m) (131)	Beacon Pub. Co. Albert M. Hirsh, Pres.-Pub.	Fred C. Flanders	John A. Corkery Dale Lancaster (sp)	Albert M. Hirsh Wm. C. Buckberg (cm)	Chas. W. Hoefer Frank L. Lee (el)	G. N. Dieterich
BEARDSTOWN 6,344	Illinoian-Star (e) 2,512	.03	...	(I) (UP) (†) (J) (3¢, 15¢w) (63)	L. G. Schaeffer, Pub.	L. G. Schaeffer	Virgil Reither	Helen M. Schaeffer (bm) Mrs. E. C. Coleman (cm)	W. H. Rodgers	J. R. McCarthy J. O. Adkinson (j)

(Continued on page 30)



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5. Even ink distribution.
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10. Maintain speed and production of press.

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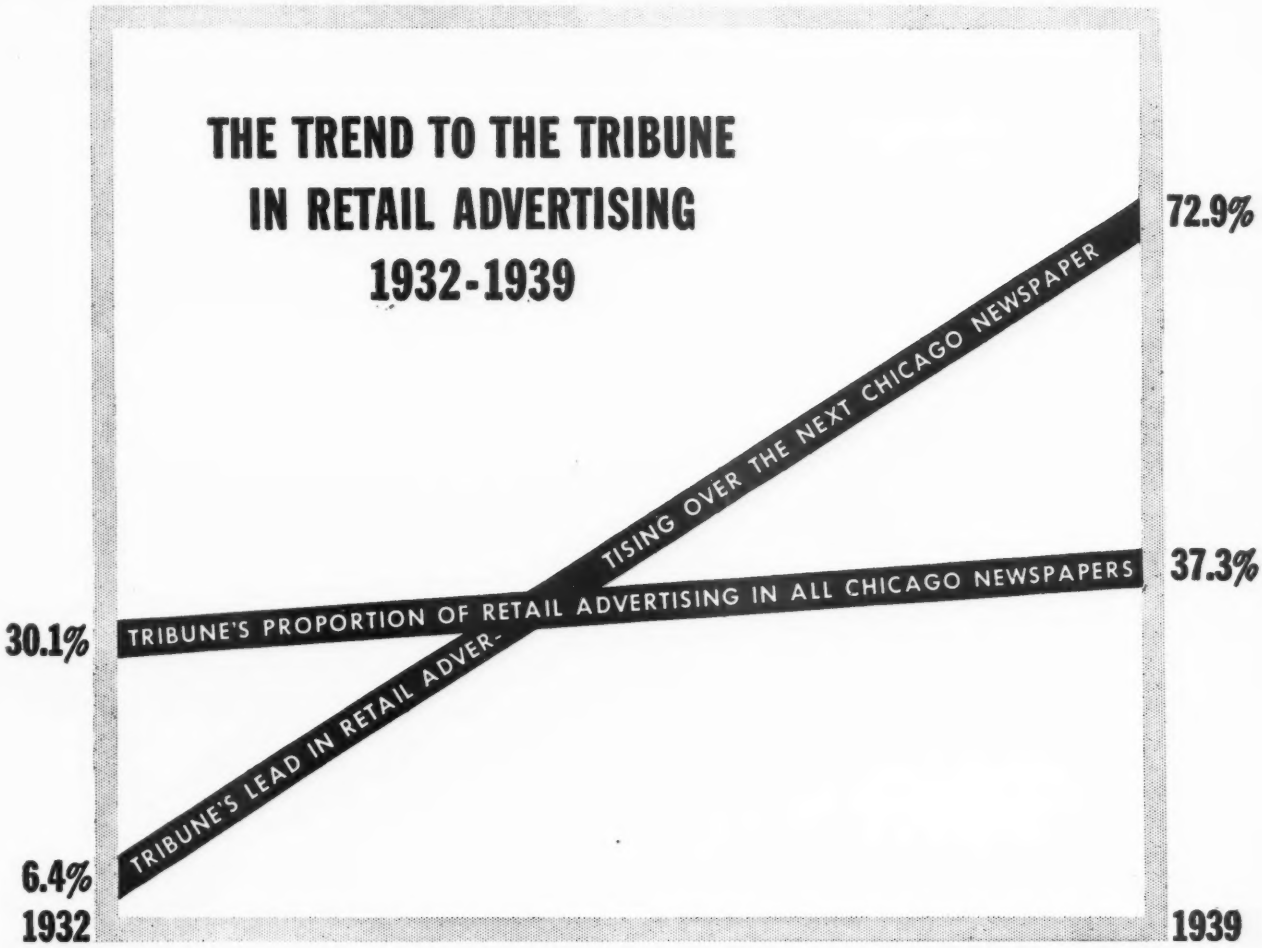
CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt Job Supt.
BELLEVILLE 8,304	Advocate (e) 7,002	.045	.045	(I-R) (AP) (†) (J) (3¢, 15¢w, 65¢m, $1.50) (1)	Advocate Ptg. Co. Mrs. F. E. Evans, Pres.	Clarence J. Keller	C. C. Benedict I. W. Baechle (sp)	Anna L. Stolle C. J. Keller (bm) Alfred S. Kunze (cm)	Murray H. Parres Margaret Schmidt (cl)	Ben. J. Buchert H. W. Bennett (j)
	News-Democrat (e) 8,035	.045	.045	(D) (UP) (ROP-3) (J) (3¢, 15¢w, 65¢m, $1.50) (131)	Robert L. Kern, Pub.	Robert L. Kern	Jos. W. Adam Geo. Redmond (sp)	Robert L. Kern Mrs. R. L. Kern (bm)	Mrs. R. L. Kern W. E. Traylor (cl)	E. C. Voellinger S. Bauer (j)
BELVIDERE 8,304	Republican (e) 3,899	.03		(R) (UP) (†) (J) (3¢, 15¢w, 65¢m, $1.50) (69)	Frank T. Moran & Co.	Frank T. Moran L. T. McClenaghan	F. E. Loomis Stan Bruner (sp)	Joe E. Tabor E. J. Bahr (cm)	Guerdon Laing	Geo. Gross Geo. Thornton (j)
BENTON 8,319	News (e) 3,825	.03	.025	(R) (AP) (†) (J) (5¢) (120)	News Co., Inc. Steve Choisser, Pres.	F. D. Whittington	Paul Lyons	F. D. Whittington	F. D. Whittington Mural Choisser (cl)	Arch Johnson
BLOOMINGTON 30,930 37,098 (City Zone)	Pantagraph (e) 25,409 Sunday edition (S) 19,833	.10 .10	... ...	(I) (AP, UP, INS) (†) (3¢, 20¢w, $2) (51)	Daily Pantagraph, Inc. Loring C. Merwin, Pres.-Pub.	J. L. Hasbrouck Arthur L. Moore	A. C. Baker Fred Young (sp) Chas. J. Driver (Su)	Joe M. Bunting Emmett V. Gunn (bm) Joe M. Bunting (cm) W. P. Horsman (asst-cm)	P. J. LaBounty Jos. J. Hannie (cl)	R. B. Miller
CAIRO 13,532	Citizen & Bulletin (e) 5,626	.045	...	(AP) (†) (63-62a)	Citizen Co.	Mrs. J. C. Fisher		Mrs. J. C. Fisher	Selden Fisher (n)	
CANTON 11,718	Ledger (e) 7,279	.045	...	(I-R) (AP) (†) (ROP-3) (J) (5¢, 15¢w, $2.50) (131)	Ledger Co. U. G. Orendorff, Pres.	U. G. Orendorff Jack C. Taylor (me)	James A. Murphy	J. Earle Mavity Rex A. Jewell (cm)	C. L. Fetterer J. Earle Mavity (n) Carol Barker (cl)	L. L. Conrad
CARBONDALE 7,528	Free Press (e) 1,834	.02	.015	(I) (AP) (†) (J) (3¢, 15¢w, $2) (87-3)	Robt. W. Davis, Pub.	James E. Mitchell, Jr. Robt. W. Davis	J. E. Mitchell, Jr.	R. W. Davis Geo. Shoaff (cm)	Geo. Shoaff Robert W. Davis (n)	J. S. Russell L. Brooks (j)
CASEY 2,300	Reporter (e)	.025	...	(UP) (63)	Otto Gust	Otto Gust				
CENTRALIA 12,583 15,300 (City Zone)	Sentinel (e) 8,560	.05	...	(I) (AP) (†) (J) (3¢, 15¢w, $1 75-$2) (none)	Verne E. Joy	Verne E. Joy C. W. Orcutt	Gerald Thorp	Verne E. Joy H. B. Mapes (bm) Orville Boswell (cm)	H. B. Mapes L. T. Newlon (n) Robert Mapes (cl)	O. B. Correll R. Panzau (j)
CHAMPAIGN-URBANA 33,408 (City Zone)	Courier (e) 6,132 Sunday edition (S) 6,132	.04 .04	.03 .03	(I) (AP) (†) 3¢d, 5¢S, 15¢w, 65¢m, $2) (92)	Division of Decatur Newspapers, Inc. H. C. Schaub, Pres.	Edw. E. Lindsay R. W. Sink	R. W. Sink Bert Bertine (sp) R. W. Sink (Su)	R. S. White B. C. Vedder (bm-cm)	Russell Elliott R. S. White (n) G. Loftin (cl)	H. Minton
	News-Gazette (e) 18,064x Sunday edition (S) 17,915x	.08 .08	... ...	(I-R) (UP, AP, INS) (†) (4¢, 10¢S, 20¢w, $2d, $3 S) (121)	News-Gazette, Inc. Helen M. Stevick, Pres.	W. S. Hansen (me)	H. Holmes E. N. Jacquin (sp)	J. A. McDermott John Wingle (cm)	F. R. Mills	J. L. Moore
CHARLESTON 8,012	Courier (e) 2,693	.029	...	(I-D) (UP) (†) (J) (5¢) (62a)	Courier Pub. Co. Benjamin Weir, Pub.	Benjamin Weir	Arthur Lynch		Benjamin Weir	L. Lankford
	News (m) 837	.025	...	(I-D) (AP) (†) (J) (2¢, 10¢w, 40¢m, $1) (none)	John B. Rardin	John B. Rardin			John B. Rardin (n)	H. Huber G. Keller (j)
CHICAGO 3,376,438 3,440,420 (City Zone)	Herald-American (e) 394,947 Sunday edition (S) 857,563*	.60 1.10	** .32 *** .27	(I) (AP, INS) (ROP-3) (†) (3¢d, 5¢Sat., 10¢S., 25¢w-d, 35¢w, d & S) (12)	Ill. P. & P. Co. T. J. White, Pres. M. C. Meigs, Pub.	John A. Malloy	H. F. Reutlinger E. W Cochrane (sp) Ray. Erhard (Su)	E. D. Fulton (bm) W. J. Parker (cm)	W. M. McNamee Earl Glenn (n) R. L. Shless (cl)	F. C. Hudson
				(*Rates: Full circulation. **Ten consecutive pages one issue. ***Lowest line rate under yearly signed contract.)						
	Calumet (e) 8,100	.11	.03	(I) (†) (J) (2¢, $1.40) (none)	Calumet Pub Co. Robt. Widiamson, Pres	Horace F. Wulf	John J. Brassell	Robt. Williamson Alex Mendolsohn (cm)	James F. Cunningham	Edw. Bauer Robt. Williamson (j)
	Journal of Commerce (m) 22,577	.30	...	(I) (UP) (7¢) (134)	Journal of Commerce Pub. Co. John D. Ames, Pres.-Pub.	Phil S. Hanna Wm. L. Ayers	Sidney S. Forbes Hugh Miller (sp)	Philip P. Page (bm) A. R. Shuman (cm)	F. B. Griswold (ad-dir)	
	News (e) 432,732	.75	.55	(I) (AP, UP, NANA) (*Sat) (†) (3¢, 5¢Sat, 90¢m, $2d, $2.50Sat) (122a)	Chicago Daily News, Inc. Col. Frank Knox, Pres.-Pub.	Col. Frank Knox Hal O'Flaherty (me)	Lewis Hunt Lloyd Lewis (sp)	H. L. Fairfield (bm) Donald J. Walsh (cm)	George F. Hartford L. F. Biederman (n) Ralph Ahrens (cl)	John W. Harm
	Times (e) 365,710 Sunday edition (S) 351,754	.47 .47	.30 .23	(I) (AP, UP) (†) (2cd, 5¢S, $1.40) (109-9)	Chicago Times, Inc. S. E. Thomason, Pres.-Pub.	Richard J. Finnegan Gail Borden	Bruce Grant Marvin McCarthy (sp) Karin Walsh (Su)	J. A. Griffin, Jr. (bm) J. F. Shanahan (cm)	L. J. Abrams Richard L. Binder (n)	Raymond Hahne
	Tribune (m) 949,357 (S) 1,066,136	$1.00 $1.15	... ...	(I) (AP, CT, NYN, NYT) (*S) (†) (ROP-3) (J) (2cd, 10¢S, 65¢m) (79-70-45)	Tribune Co. Col. R. R. McCormick, Pres.-Pub.	Col. R. R. McCormick. E. S. Beck (asst. ed-ch.) J. Loy Maloney (me)	Don Maxwell Arch Ward (sp) A. M. Kennedy (Su)	W. E. Macfarlane (bm) Louis H. Rose (cm)	Chesser Campbell C. S. Benham (n) W. R. Blend (cl)	J. W. Park C. B. James (j)
CLINTON 5,920	Journal-Public (m) 1,357 Sunday edition (S) 1,376	.032 .032	.032 .032	(I) (UP) (J) (5¢, 15¢w, 55¢m) (none)	R. C. Peltz	R. C. Peltz	Warren Karr Lloyd Armstrong (sp)	R. C. Peltz	R. C. Peltz	Geo. Slusser W. H. Parris (j)
DANVILLE 36,765	Commercial-News (e) 27,568x Sunday edition (S) 27,354x	.11 .11	.06 .06	(I) (AP, UP) (†) (3¢d, 10¢S, 20¢w, $2.14) (78)	Northwestern Pub. Co. F. E. Gannett, Pres. E. C. Hewes, Pub.	E. C. Hewes H. C. Gibson	H. B. Keck Robt. Feidler (sp) H. B. Keck (Su)	E. C. Hewes Thos. V. Taft (bm) John Funk (cm)	Robert C. Pace Guy F. Kitchen (n) Lester Schultz (cl)	E. Davies
DECATUR 57,510	Herald (m) 20,931	...	...	(I) (AP) (†) (3¢d, 10¢S, 20¢w, 85¢m, $1.75d, $7S) (92)	Decatur Newspapers, Inc. H. C. Schaub, Pres.	Edw. E. Lindsay B. F. Engleman (me-m) R. C. Schaub (me-e)	A. F. Hardy (ce-m) O. T. Banton (ce-e) Geo. Kreker (sp-m) Howard V. Millard (sp-e)	F. M. Lindsay F. W. Schaub (bm) J. B. Birks (cm)	B. C. Whitsitt J. L. Rubottom (n) E. O. McCann (cl)	
	Review (e) 24,996	...	...							
	Combined daily (me) 45,927 Sunday edition (S) 40,535	.14 .14	... ...							
DEKALB 8,545	Chronicle (e) 5,556	.035	.035	(I) (UP) (†) (3¢, 15¢w, $1.50) (none)	DeKalb Chronicle Pub. Co. F. W. Greenaway, Pres.	F. W. Greenaway	Emil A. Anderson Eddie Raymond (sp)	E. J. Raymond Chuck Raymond (cm)	Glenn E. Dellinger Chuck Raymond (cl)	J. H. Robinson
DIXON 9,908 10,800 (City Zone)	Telegraph (e) 6,331	.045	...	(R) (AP) (†) (ROP-2) (5¢) (63-62a)	B. F. Shaw Ptg. Co. Mabel S. Shaw, Pres.-Pub.	Geo. B. Shaw	Earl Holdridge D. Danielson (sp)	Robt. E. Shaw Arnold Lund (cm)	L. C. Shoaf B. T. Shaw (n)	A. Sharp H. Moore (j)
DUQUOIN 7,593	Call (e) 2,017	.03	...	(I) (AP, UP) (J) (5¢) (63)	Call Pub. Co. A. W. Essick, Pres.			Chas. Rogers, Jr.	E. E. Weinberg (bm)	S. S. Allen
EAST ST. LOUIS 74,347	Journal (e) 13,506 Sunday edition (S) 13,873	.07 .07	.05 .05	(I) (TR) (†) (3¢, 10¢S, 25¢w, 60¢m-d, $1.85) (92)	East Shore Newspapers, Inc. F. M. Lindsay, Pres.	Edward Lindsay R. A. Barracks	Tom Duffy Ellis Veech (sp)	P. H. Wire Rex Fisher (cm)	Edwin Backs M. Stonecipher (cl)	R. A. Stewart
EDWARDSVILLE 6,235 7,800 (City Zone)	Intelligencer (e) 4,853	.04	...	(R) (UP) (†) (J) (13½¢w) (110)	Intelligencer Pub. Co. G. S. Giese, Pres.-Pub.	S. D. Mendenhall		Gilbert S. Giese		Jas. M. Broderick
EFFINGHAM 4,978	Record (e)	.036	...	(5¢) (none)	Byron Le Crone					
ELDORADO 4,482	Journal (e) 1,673	.02	.02	(R) (INS) (J) (3¢, 15¢w) (none)	L. O. Trigg, Pub.	L. O. Trigg	Wm. H. Searles	Kenneth R. Trigg (bm)	L. O. Trigg (n)	N. Mathis K. R. Trigg (j)
	News (e) 1,567	.021	...	(I) (AP) (J) (none)	News Co. S. B. Hardy, Pres.	S. B. Hardy and W. A. Drobeck		S. B. Hardy O. R. Aleshire (cm)		Ralph Clippinger
ELGIN 35,920 36,674 (City Zone)	Courier-News (e) 18,020	.075	...	(I-R) (AP) (†) (3¢) (131)	Courier-News Pub. Co. R. E. Fedou, Pres.-Pub.	R. Eaton Fedou John R. Thompson	Sidney Birdsall Woodrow Boyer (sp)	R. Eaton Fedou Howard Jones (cm)	C. Raymond Long C. E. MacKenzie (n) C. Raymond Long (cl)	Herbert Clark
EVANSTON 28,335	News-Index (e) 6,025 Sunday edition (S) 6,025	.05 .08	.07 .06	(I) (UP) (†) (ROP-2) (J) (3¢, 15¢w, 65¢m, $1.35) (69)	Lake Shore Index, Inc. Carl O. Skinrood, Pres.-Pub.	C. O. Skinrood Henry J. Heil	John S. Heil Sam Pohn (sp)	Geo. D. Pollitt F. H. Barney (cm)	C. A. Elliott A. G. La Mar (cl)	Geo. D. Pollitt Ralph H. Chase (j)
FLORA 4,793	News-Record (e) 4,176	.03	...	(I-R) (AP) (J) (3¢) (40)	Record Pub. Co. L. M. Wood, Pres.	L. M. Wood	Pauline Jones Spencer Louis Rider (sp)	L. M. Wood G. Earl Wood (bm)	G. Earl Wood Pauline Jones Spencer (cl)	G. Earl Wood
FREEPORT 22,045 23,000 (ABC City)	Journal-Standard (e) 12,466	.06	.06	(I) (AP, UP) (†) (J) (3¢, 15¢w, 60¢m, $1.50) (1)	Journal-Standard Pub. Co. Donald L. Breed, Pres.	Donald L. Breed	Thos. F. Lawless M. Douglas Grant (sp)	W. H. Kunz (bm) A. E. Wheeland (cm)	Karl Hepler Ralph Morrow (cl)	W. H. Kunz F. G. Smith (j)

(Continued on page 32)

THE CHICAGO MARKET
-as retailers know it



CHARTED here is the trend of retail advertising in Chicago during the period 1932-1939—uphill years in which today's advertising results determined tomorrow's advertising buy.

In 1932, retailers placed in the Tribune 30.1% of their advertising linage in all Chicago newspapers—or 6.4% more than they placed in any other Chicago newspaper.

Last year they increased the Tribune's proportion to 37.3%—or 72.9% more than any other Chicago newspaper received.

Advertising pays out better when it runs in the medium from which people are *accustomed to buy*. As the chart and table indicate, Chicago is *accustomed to accept more buying ideas from the Tribune than from any other medium in this market.*

Seven days a week, Tribune circulation exceeds 1,000,000 total net paid. Right in metropolitan Chicago, the Tribune sells more than 780,000 copies every day of the week. This is the equivalent of a majority of all the families in Chicago and suburbs. It is from 335,000 to 500,000 more copies in metropolitan Chicago than are sold by other Chicago newspapers.

To sell more in Chicago, build your advertising program around the Tribune. Rates per 100,000 circulation are among the lowest in America.

RETAIL ADVERTISING LINAGE IN ALL CHICAGO NEWSPAPERS—YEAR 1939

	Daily Linage	Sunday Linage	Total Linage	% of Total
CHICAGO TRIBUNE	6,560,887	4,648,266	11,209,153	37.3
Newspaper "B"	6,482,302	.....	6,482,302	21.6
Newspaper "C"	5,429,400	660,559	6,089,959	20.2
Newspaper "D"	3,959,299	1,365,351	5,324,650	17.7
*Newspaper "E"	955,876	.....	955,876	3.2

*Discontinued publication August 28, 1939. Sunday linage carried by newspaper "E" prior to discontinuance is credited in above table to affiliated Newspaper "D".

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

December average net paid total circulation: Daily, Over 1,000,000—Sunday, Over 1,150,000

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
GALENA 3,878	Gazette (e) 1,040	.10	...	(R) (AP) (†) (3¢d, 10¢w, 45¢m) (69)	Galena Gazette C. E. Grimm, Pres.-Pub.	A. W. Glessner H. J. Grimm	R. B. Grimm	H. J. Grimm D. C. Whippo (cm)	H. J. Grimm D. C. Whippo (n)	H. L. Grimm H.J. Grimm (j)
GALESBURG 28,800	Register-Mail (e) 18,654	.06	...	(R) (AP, UP, INS) (†) (J) (1)	Galesburg P. & P. Co. L. A. Pritchard, Pres. Omer N. Custer, Pub.	Richard F. Jelliff W. W. Whipple	Emil Dallberg Gil Johnson (sp)	Omer N. Custer T. M. Kearney (cm)	F. S. Hinman Hayes Tucker (cl)	A. E. Schneider Harry Young (j)
HARRISBURG 11,625	Register (e) 5,298	.04	.03	(I) (UP) (†) (J) (3¢, 15¢w) (63)	Register Pub. Co., Inc. Mrs. Daisy M. Seright, Pres.	Curtis G. Small	W. K. Turner Tom Williams (sp)	Curtis G. Small A. M. Debes (bm)	W. V. Rathbone Curtis G. Small (n)	N. N. McKeel J. O. Wells (j)
HERRIN 9,708	Journal (e) 5,073	.04	...	(D) (INS) (J) (63)	Egypt Pubs., Inc. D. C. Grear, Pres.	H. W. Trovillion and D. C. Grear	.....	Marie Franklin (cm)	Harold E. Grear (n)	.....
HOOPESTON 5,613	Chronicle-Herald (e) 2,659	.025	.025	(I) (UP) (†) (J) (3¢, 12¢w, 50¢m) (63)	A. S. Littick & R. S. Hay	R. S. Hay	.....	.....	A. S. Littick	A. S. Littick (j)
JACKSONVILLE 17,747	Courier (e) 2,503 Journal (m) 5,539 Combined daily (me) 8,042 Sunday edition (S) 5,814	... ... .05 .05	... ...	(I) (AP) (J) (†) (3¢, m-e, 3¢S) (63-62a)	Journal-Courier Co. W. A. Fay, Pres.	R. Jennings	Ernest Savage	W. A. Fay (bm) W. H. DeShara (cm)	K. Evans	C. E. Newport
JERSEYVILLE 4,309	Democrat (e)	.018	...	(D) (J) (none)	J. M. Page, Pub.	.....	.....	J. M. Page	.....	.....
JOLIET 42,993	Herald-News (e) 21,265 Sunday edition (S) 21,318	.085 .085	.085 .085	(I-R) (AP) (†) (ROP-3) (3¢d, 5¢S, 18¢w, 72¢m, $1.25-$1.50) (131)	Joliet Ptg. Co. John F. Lux, Pres.-Pub.	John F. Lux Orville Anderson	Glen F. Logan Harry Spurrier (sp) Glen F. Logan (Su)	John F. Lux Fred H. Newman (cm)	William M. Hart Ray M. Howk (n) Frank L. Lee (cl)	Geo. R. Bolton
KANKAKEE 20,663	Republican-News (e) 13,887	.06	...	(R) (AP, UP, INS) (†) (J) (3¢) (131)	Republican Co. L. C. Small, Pres.	H. B. DeSelm Leslie C. Small	A. P. Mayer Oren Allain (sp)	A. J. Declauriers (bm-cm)	Fred Kamp S. Bess Nellinger (n) J. Greenwood (cl)	D. W. Wood
KEWANEE 17,093	Star-Courier (e) 9,398	.06	.05	(I-R) (AP) (†) (ROP-1) (J) (3¢, 15¢w, 65¢m, $1.50) (92)	Star-Courier Co. E. P. Adler, Pres. P. D. Adler, Pub.	P. D. Adler C. R. Ketridge	C. O. Schlaver William Cray (sp)	H. L. Nelson (cm)	W. H. Harper J. T. Miller (loc) D. K. Gottlieb (n) Clarice Patterson (cl)	E. P. Fuller Ivan Bell (j)
LA SALLE 13,169	Post-Tribune (e) 9,063	.05	.05	(I-R) (AP) (†) (3¢, 15¢w, 60¢m, $1.50) (1)	Post Co. D. W. Grandon, Pres. P. F. Grandon, Pub.	Preston F. Grandon Curtis H. Clay	Robert Unsicker M. J. Bender (sp)	Preston F. Grandon Walter Eich (cm)	R. L. McAllister E. M. Dickinson (n) Howard Landgraf (cl)	P. F. Grandon
LAWRENCEVILLE 6,303	Record (e) 3,125	.025	...	(R) (AP) (†) (J) (62a)	Lawrenceville Pub Co., Inc. G. C. Armstrong, Pres.-Pub.	Geo. C. Armstrong	J. Krupnick	G. C. Armstrong Winifred Armstrong (cm)	Wm. B. Bey	Wm. B. Bey
LEWISTON 2,249	Record (e) 1,128	.025	...	(R) (UP) (†) (J) (3¢) (69)	W. J. Duvall, Pub.	W. J. Duvall	.....	.....	W. J. Duvall	P. Yohn
LINCOLN 12,885	Courier (e) 5,394	.04	.04	(I) (AP) (†) (J) (3¢, 10¢w) (110)	Courier-Herald Co., Inc. Allyne V. Nugent, Pres.-Pub.	Brainerd C. Snider	Wilbur Layman	J. Lithgow Nugent Orville E. Werth (cm)	.....	D. Stewart
LITCHFIELD 6,602	News-Herald (e) 3,634	.03	.025	(I-D) (UP) (†) (J) (3¢, 15¢w) (none)	Litchfield P. & S. Co. Frank P. Hanafin, Pres.	Frank P. Hanafin John P. Hanafin	.....	Frank P. Hanafin Maisie O'Brien (cm)	J. Marvin Larkin H. W. Ruecking (cl)	L. A. Gregg
MACOMB 8,500	Journal (e) 5,681	.04	...	(R) (AP) (†) (J) (3¢) (1-62a)	Journal Ptg. Co.	A. L. Hainline Lewis A. Randolph	L. A. Randolph Vail Morgan (sp)	W. H. Rudolph Alice Beck (cm)	W. H. Rudolph Alice Beck (cl)	Wm. Ward Clifford Hill (j)
MARION 9,033	Post (e) 4,021	.025	...	(D) (UP) (†) (J) (5¢) (63)	Evening Post, Inc. E. R. Jones, Pub.	E. R. Jones	Ethel T. Holland Merle Jones (sp)	E. R. Jones (asst-bm) Gwendolyn Weber (cm)	Dewey Chandler Chas. J. Roberts (n)	W. T. Wilson (j)
	Republican (e) 3,809	.025	.02	(I-R) (INS) (†) (J) (5¢, 50¢m) (25)	Republican Leader Co. W. O. Paisley, Pres.-Pub.	W. O. Paisley Oldham Paisley	H. M. Butler	W. O. Paisley W. O. Paisley and Oldham Paisley (bm) G. B. Cooper (cm)	Mrs. W. O. Paisley	W. B. Butler
MARSEILLES 4,292	Press (e) 1,380	.025	...	(I) (INS) (J) (69)	C. I. and E. R. Dunlap, Pubs.	C. I. Dunlap	.....	E. R. Dunlap	E. R. Dunlap	.....
MATTOON 14,631 15,630 (ABC City)	Journal-Gazette (e) 6,442	.045	.04	(I) (INS) (†) (J) (5¢, 15¢w, $2.50) (1)	Journal Co. Wm. B. Hamel, Pres.-Pub.	Wm. B. Hamel	Jas. W. Wells, Jr.	Wm. B. Hamel Ed. Cummings (bm)	Ed. Cummings	Walter Kemper
MOLINE—ROCK ISLAND 84,813 (ABC City)	Dispatch-Argus (e) 33,294 Combined daily	.14	.14	**(See also Rock Island, Ill., listing)**						
MOLINE 42,343	Dispatch (e) 16,657	.07	.07	(I-R) (AP, INS) (†) (5¢, 20¢w, $3) (1)	Dispatch Pub. Co. August Sundine (V. P.)	Lee R. Blackma W. B. Mueller	Fred A. Klann Lynn Calloway (sp)	Harry A. Sward A. Sundine (bm) Leonard Barland (cm)	Clarence Lucas (loc) Harold Swanson (n) Earl Killion (cl)	.....
MONMOUTH 8,666	Review-Atlas (e) 4,755	.035	...	(I) (AP) (†) (ROP-2) (J) (4¢) (62a)	Review-Atlas Ptg. Co. H. R. Moffet, Pres.	Hugh R. Moffet	Leo Ryan Ralph Eckley (sp)	Victor Moffet Z. Hamberg (cm)	Lee J. Sharp M. Wennerberg (cl)	Lou Hastings Chas. N. Cockley (j)
MORRIS 5,568	Herald (e) 3,250	.025	...	(R) (UP) (J) (3¢) (63)	L. B. Sackett	.....	Harold M. Jensen	L. B. Sackett	.....	L. B. Sackett (j)
MOUNT CARMEL 7,120	Republican-Register (e) 3,720	.03	.028	(I) (UP) (†) (J) (3¢, 15¢w, 50¢m) (67-3)	Mt. Carmel Register Co. A. L. Richmond, Pres.-Pub.	Earl Allison	.....	A. M. Richmond (bm) L. A. Risley (cm)	H. C. Harris A. M. Richmond (n)	C. M. Malcolm Carl Blackwell (j)
MOUNT VERNON 12,375	Register-News (e) 7,467	.045	...	(I) (AP) (J) (63-62a)	Register-News Co. J. H. Rackaway, Pres.	J. E. Rackaway	.....	C. J. Thompson (bm) Orian Metcalf (cm)	C. J. Thompson	L. Shebora
MURPHYSBORO 8,211	Independent (e) 3,607	.025	.025	(I) (UP) (†) (J) (3¢, 15¢w) (63)	Independent Pub. Co. James E. Rockwell, Pres.-Pub.	James E. Rockwell W. G. Pigott	W. G. Pigott	Margaret L. Shadron (bm) Ella Shadron (cm)	Forrest Willits	Albert Charles
OLNEY 6,140	Mail (e) 4,620	.03	.03	(I) (INS) (†) (3¢, 15¢w, 50¢m, $1.50) (40)	Mail Pub. Co. Allen Yount, Pres.-Pub.	Allen Yount	V. Van Cleve	Allen Yount M. B. Yount (cm)	Allen Yount Levi Tennyson (n)	Frank Scott
OTTAWA 13,094	Republican-Times (e) 9,003	.055	0.45	(I-R) (AP) (†) (ROP-3) (3¢, 12¢w, $2) (1)	Republican-Times Ptg. Co. Fred A. Sapp, Pres.-Pub.	Charles B. Sapp	J. R. Beffel Glenn Whitney (sp)	Fred A. Sapp K. F. Sapp (bm) V. A. Capel (cm)	E. J. Kelly K. F. Sapp (n) A.M. Sapp (cl)	L. V. Gonigam
PANA 5,535	Palladium (e) 1,950	.021	.021	(I) (UP) (†) (J) (2¢, 10¢w) (122)	Palladium Ptg. Co. Robert Bishop, Pres.-Pub.	James Baldwin Louis A. Hoopes	James Baldwin	Louis A. Hoopes	Louis A. Hoopes	Edw. Kraski Wm. J. Hellman (j)
PARIS 8,781	Beacon-News (e) 5,151	.04	...	(I) (UP) (†) (J) (3¢, 12¢w, 50¢m, $1.50) (1)	Paris Beacon Pub. Co. Mary L. Jenison, Pres.-Pub.	Edward H. Jenison	Edward H. Jenison Walter S. Jump (sp)	E. H. Jenison F. Ernestine Jenison (bm)	Paul G. Van Gilder F. Ernestine Jenison (n)	H. H. Hill Ross Morton (j)
PAXTON 2,892	Record (e) 847	.014	...	(R) (J) (none)	H. A. Stevens	H. H. Stevens	.....	H. N. Stevens	.....	.....
PEKIN 16,119	Times (e) 6,389	.04	.036	(I) (UP) (†) (3¢, 15¢w, 60¢m) (131)	F. F. Naughton, Pub.	F. F. Naughton	D. W. Dittmer Herbert Brenneman (sp)	Mildred J. York R. Paul Ketcham (cm)	Ed. Henry Caroline Kluever (cl)	Byron Phillippe
PEORIA 121,050	Journal-Transcript (daily) 50,334 Sunday edition (S) 51,116	.10 .08	.09 .07	(I) (AP, UP, INS) (†) (ROP-3) (3¢d, 10¢S, 15¢w, 85¢m, $2d, $7S) (42)	Peoria Journal-Transcript, Inc. Carl P. Slane, Pres.-Pub.	E. E. Soules (me)	Howard Kenny and Wm. Lyttleton (news) Kenneth N. Jones (sp) Max V. Bosler (Su)	Carl P. Slane William Lester (cm)	Earl H. Maloney (loc) Roy A. Pratt (n) E. B. Roberts (cl)	F. Wing (comp.) C. H. Reed (stereo.) C. W. Mallin (press)
	Star (e) 33,871 Sunday Star (S) 42,317	.072 .072	0.56 0.56	(I) (UP, INS) (†) (ROP-3) (3¢, 20¢w, 85¢m, $1.50d, $4.50S) (92)	Peoria Star Co. Claude U. Stone, Pres.-Pub.	Frederic R. Oakley Charles E. Barnum	Robert J. Crombie Frew W. Tuerk (sp) Edw. P. Corwin (Su)	Fred V. Schuch (cm)	Frank A. Stewart James Coogan (n) Nell Risinger (cl)	.....

(*Continued on page 34*)

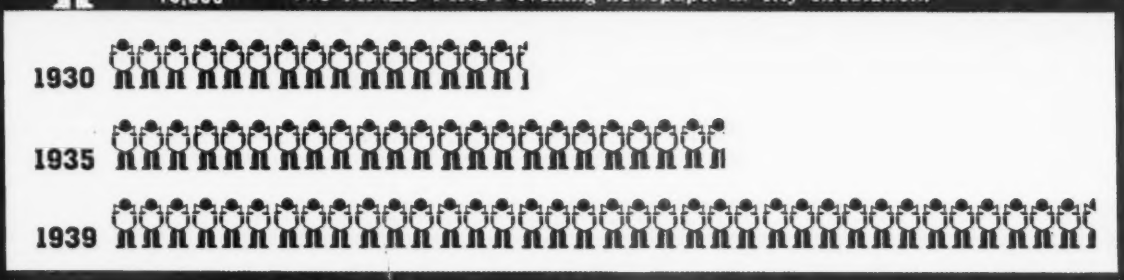
THE PRIZE CHART STORY OF 1939

Telling the tale of the growing acceptance of The TIMES by readers and advertisers—always a successful combination.

CIRCULATION

EACH SYMBOL REPRESENTS 10,000

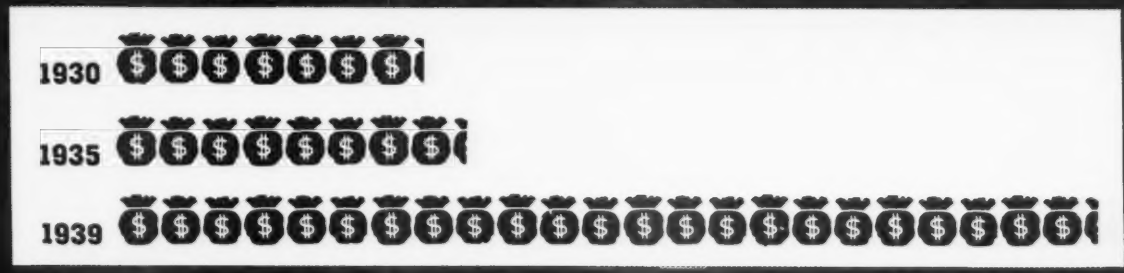
As reported to the A. B. C. The latest statement shows The TIMES FIRST evening newspaper in city circulation.



MONEY SPENT BY ADVERTISERS IN THE TIMES

EACH SYMBOL REPRESENTS $100,000

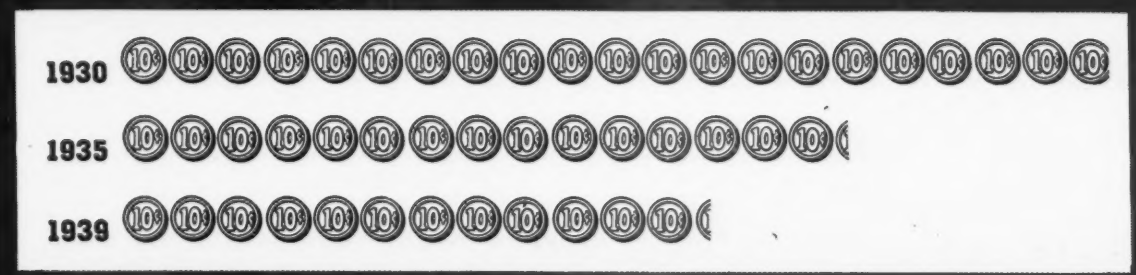
This is another way of expressing advertising *results*. Merchants increase their expenditure only when they derive increased returns.



COST PER MILLINE FOR NATIONAL ADVERTISERS

EACH SYMBOL REPRESENTS 10 CENTS

These figures are based on the open national rates. They show that The TIMES is consistently giving its advertisers a better and better buy.



THE TIMES

CHICAGO'S PICTURE NEWSPAPER

NATIONAL REPRESENTATIVES

SAWYER-FERGUSON-WALKER CO.
NEW YORK DETROIT CHICAGO

R. J. BIDWELL
SAN FRANCISCO

N. ANGIER
ATLANTA

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PERU 9,121	News-Herald (e) 3,326	.025	...	(I) (AP) (†) (63-62a)	Daily News-Herald, Inc. Ira J. Williams, Pres.-Pub.	Charles Miller (me)	John Blum Frank Metzinger (sp)	Ira J. Williams W. A. Shields (bm) Murray Holmes (cm)	G. C. Berdell	L. Leittl
PONTIAC 8,272	Leader (e) 3,484	.03	...	(I-R) (UP) (J) (3¢) (69)	Leader Pub. Co. L. V. Pearre, Pres.	L. V. Pearre	Jerome Pearre Jack Peterson (sp)	L. A. Clark Thelma Donnell (cm)	L. A. Clark	C. S. Brydia
QUINCY 39,241	Herald-Whig (e) 23,343 Sunday edition (S) 23,828	.11 .11	... ...	(I) (AP) (†) (ROP-1) 5¢d, 8¢S, 20¢w, $2.50d, $4S) (1)	Quincy Newspapers, Inc. A. O. Lindsay, Pres.	C. F. Eichenauer R. M. Switzer (me)	David Tuffli Fred Gray (sp) Allen Oakley (Su)	Ray M. Oakley Lawrence Thornhill (cm)	John Hart A. O. Lindsay (n) Louis Straley (cl)	Sherman Irish
ROBINSON 3,668 5,741 (1935 Est.)	News (e) 3,792	.03	...	(I) (UP) (†) (J) (3¢) (none)	Lewis & Lewis	K. V. Lewis	K. V. Lewis Earl Wilson (sp)	K. V. Lewis M. M. Richards (cm)	H. L. Thompson Mary Beth O'Mara (cl)	Clyde Smith
ROCKFORD 85,864 100,179 (ABC City)	Morning Star (m) 29,139 Register-Republic (e) 23,408 Combined daily (me) 52,547 Sunday edition (S) 31,020 Daily & Sunday (meS)	... ... .17 .17 ...	... ...	(I-R) (AP, UP, INS) (†) (ROP-1) (5¢d, 10¢S, 20¢w) (none)	Rockford Consolidated Newspapers, Inc. Mrs. Ruth Hanna Simma, Pres.-Pub.	T. Barney Thompson John W. Grimes (me-m) Robert F. Rogan (me-e)	Curt West (m) John R. Rust (e) Harry D. Milne (sp-m) Richard Day (sp-e)	E. Kenneth Todd (bm) John C. Stafford (cm)	Russell Chapman (adv-dir) C. E. Phillips (loc.) Russell Chapman (n) K. J. Nattrass (cl)	.....
ROCK ISLAND-MOLINE 84,813 (ABC City)	Argus-Dispatch (e) 33,294 Combined daily	.14	.14	(See also Moline, Ill., listing)						
ROCK ISLAND 37,953	Argus (e) 16,637	.07	.07	(1) (AP, UP) (†) (5¢, 20¢w, $3) (1)	J. W. Potter Co. Marguerite F. Potter, Pres. J. W. & B. H. Potter, Pubs.	John W. Potter Herbert E. Wilson	Geo. R. Smith Wm. V. Kinney (sp)	Ben H. Potter (bm) R. E. McLellan (cm)	Arthur H. Williams F. J. Mueller (n) Bernard Marshall (cl)	Wm. F. Schmacht
SAVANNA 5,085	Times-Journal (e) 2,008	0.25	0.25	(I) (UP) (†) (J) (2¢, 12¢w, 50¢m) (none)	Times-Journal, Inc. F. J. Stransky, Pres. D. C. Pickard, Pub.	D. C. Pickard Florence D. Clikeman	Nels Schmidt	D. C. Pickard Dorothy Daley (cm)	D. C. Pickard Dorothy Daley (cl)	Floyd Douglas W. Ferguson
SHELBYVILLE 3,746	Union (e) 1,378	.02	.019	(I) (UP) (J) (2¢, 10¢w) (none)	Union Pub. Co.	W. H. Taylor	Quentin O. Storm	W. H. Taylor	.....	W. H. Taylor (j)
SPRINGFIELD 80,029	Illinois State Journal (daily) 40,905 Sunday edition (S) 35,666 Illinois State Register (e) 36,017 Sunday edition (S) 32,098	.08 .08 .08	.08 .08 .08 .08 .08	(R) (AP, INS) (†) (ROP-2) (3¢d, 10¢S, 20¢w, $2d, $5S) (131) (D) (AP, UP) (†) (ROP-1) (3¢, 20¢w, $1.60) (120)	A. W. Shipton State Register Pub. Co. Geo. M. Clendenin, Pres.-Pub.	J. Emil Smith V. Y. Dallman Robt. L. Stubbs	Robert L. Nicholas R. A. Dyrsdale (sp) Harry Moody (Su) Marvin McAlister F. W. Weir (sp)	A. W. Shipton J. Paul Kiensle (cm) G. M. Clendenin Fred F. Hartman (bm) E. Wilson Rape (cm)	W. F. Dagon Owen W. Chambers (n) Jay A. Slaven (cl) W. H. Henkes J. D. McLean (n) F. A. Harbauer (cl)	T. F. Grady (comp) R. S. Curry (press) Herman Staab (stereo.) E. J. Boland (engrav.) V. Williams
STERLING 10,012 13,905 (City Zone)	Gazette (e) 8,014	.05	.05	(I) (†) (ROP-1) (20¢w) (1)	Sterling Gazette Co. D. W. Grandon, Pres.	D. W. Grandon	O. S. Storm Harry E. Kidd (sp)	P. F. Grandon A. C. Carlson (bm) Geo. Engel (cm)	A. E. MacGregor Dean Brooks (cl)	C. M. Tyne
STREATOR 14,728	Times-Press (e) 7,887x	.05	.045	(I) (AP) (none)	Times-Press Pub. Co.	John R. Fornof (me)	W. J. Godfrey Ralph Hart (sp)	John R. Fornof G. C. Stevens (cm)	S. E. Dennehe	Geo. Davidson
TAYLORVILLE 7,316	Breeze-Courier (e) 4,722	.035	.031	(I) (AP) (†) (ROP-3) (J) (3¢, 15¢w, 60¢m) (63)	Breeze Prt. Co. Frank Reed, Pres. F. Reed & C. F. Jewell, Pubs.	Frank Reed C. F. Jewell	Mrs. Edith Stitzel Robert Harris (sp)	C. F. Jewell Ermine Smith (cm)	Earl Jewell Don Jewell (cl)	A. Skaggs
WATSEKA 3,144	Iroquois County Times (e) 4,231	.03	.025	(I) (UP) (†) (J) (3¢, 10¢w, $1.50) (63)	M. T. Kelly & C. W. Hinton, Pubs.	C. W. Hinton	Thomas Cooksey Bob Herdien (sp)	R. Herdien (cm)	Ralph Giles	B. White
WAUKEGAN 33,499	News-Sun (e) 13,445	.065	.05	(I-R) (AP, UP) (†) (3¢, 15¢w, 60¢m, $2) (114)	Keystone Ptg. Service, Inc. F. H. Just, Pres.-Pub.	F. H. Just Geo. Crawford	E. J. Macklin Jas. Levandusky (sp)	F. Ward Just Edw. J. Fink (cm)	Lawrence Comstock Edm. Faulkner (n) C. Pavey (cl)	W. Grams
WEST FRANKFORT 14,690	American (e) 3,698	.035	...	(R) (UP) (†) (J) (5¢, 15¢w) (63)	Daily American Co., Inc. T. J. Elkins, Pres.	Roger G. Kelly W. Henson Purcell	.....	W. Henson Purcell (bm) Glenn N. Purcell (cm)	Glenn N. Purcell T. J. Elkins (n) Eunice Kelly (cl)	C. C. Cooper
WHEATON 7,258	Journal (e) 2,576	.03	...	(I) (†) (J) (3¢, $1.50) (69)	George M. Smith	George M. Smith	Larmon D. Smith William Bauler (sp)	G. M. Evans (bm) Robt. DeWolf (cm)	G. M. Smith Anne Moore (cl)	C. H. Hanson
WOOD RIVER 8,136	Press (e) 1,218	.025	...	(2¢) (none)	C. V. Stahl	C. V. Stahl	.....	E. R. Haven (cm)	.....	P. N. Todd
WOODSTOCK 5,471	Sentinel (e) 3,887	.03	.03	(R) (J) (10¢w, $2) (69)	C. F. Renich, Pub.	C. F. Renich	Geo. E. Sullivan Geo. Wurtzinger (sp)	Chas. F. Renich Wm. G. Cummins (cm)	Wm. G. Cummins	Emil A. DeCroix

EDITOR & PUBLISHER NEWSPAPER PROMOTION AWARDS FOR 1938

The EDITOR & PUBLISHER Cup was awarded to the NEW YORK TIMES for the best all-around newspaper promotion during the year 1938 by a jury of twelve leading advertising managers and advertising executives which considered material submitted by more than 60 newspapers. Second award went to the NEW YORK SUN, for the best all-around classification having won two firsts and two seconds. The NEW YORK SUN received a certificate of honorable mention and distinguished merit.

Awards in the several classes were made as follows:

Best all-around promotion by an individual newspaper:

1. NEW YORK TIMES.
2. NEW YORK SUN.

Honorable mention:

DES MOINES REGISTER & TRIBUNE.
PROVIDENCE JOURNAL & BULLETIN.

Best all-around promotion by a regional association; or a group of newspapers under common ownership:

1. Scripps-Howard Newspapers.
2. Ontario Provincial Dailies.

Best advertisements for circulation:

Most valuable single advertisement:

1. NEW YORK TIMES.
2. WASHINGTON POST.

Most valuable campaign:

1. DES MOINES REGISTER.
2. ROCKFORD MORNING STAR.

Best advertisements for advertising:

Most valuable single ad:

1. NEW YORK TIMES.
2. NEW YORK SUN.

Most valuable campaign:

1. PHILADELPHIA BULLETIN.
2. NEW YORK SUN.

Best advertisements for classified advertising:

Most valuable single ad:

1. NEWARK EVENING NEWS.
2. MILWAUKEE JOURNAL.

Most valuable campaign:

1. MINNEAPOLIS STAR.
2. DES MOINES REGISTER & TRIBUNE.

Best institutional advertisements:

Most valuable single ad:

1. NEW YORK SUN.
2. ALBANY KNICKERBOCKER NEWS.

Most valuable campaign:

1. BIRMINGHAM NEWS & AGE-HERALD.
2. PROVIDENCE JOURNAL & BULLETIN.

Best trade paper advertisements:

Most valuable single ad:

1. PROVIDENCE JOURNAL & BULLETIN.
2. NEWARK EVENING NEWS.

Most valuable campaign:

1. NEW YORK TIMES.
2. MILWAUKEE JOURNAL.

For the best direct mail advertisement:

Most valuable single mailing piece:

1. LOS ANGELES TIMES.
2. DES MOINES REGISTER & TRIBUNE.

Most valuable campaign:

1. NEW ORLEANS TIMES-PICAYUNE.
2. PROVIDENCE JOURNAL & BULLETIN.

For the best data book:

1. NEW YORK SUN.
2. NEW YORK HERALD TRIBUNE.

For the best research study:

1. Scripps-Howard Newspapers.
2. NEW YORK TIMES.

Judges participating were: George Slockbower, L. Bamberger & Co.; C. C. Carr, Aluminum Company of America; Edgar Kobak, Lord & Thomas Agency; S. H. Giellerup, Marschalk & Pratt Agency; Roy W. Peet, Colgate - Palmolive - Peet Company, New Jersey; H. W. Stansbury, Bowman & Columbia; W. S. Brown, Canada Dry Ginger Ale, Inc.; Walter Emery, United States Rubber Co.; Richard Stanton, Charles W. Hoyt Co.; H. M. Billerbeck, Alley & Richards; Verne Burnett, General Foods Corp., and Lester M. Malitz, Warwick & Legler.

MAT, CUT AND AD ART SERVICES

Bonnet-Brown, 155 East Superior Street, Chicago, Ill.
Century Advertising Service, Inc., 342 Madison Avenue, New York.
Chicago Tribune Newspaper Mat Service, Tribune Tower, Chicago, Ill.
Commercial Cut Company, 20 Vesey Street, New York.
Vincent Edwards & Company, 260 Tremont Street, Boston.
Metro Associated Services, Inc., 275 Seventh Avenue, New York.
Meyer-Both Company, 369 Lexington Avenue, New York.
Publishers Autocaster Service Company, 225 West 39th Street, New York.
Star Adcraft Service, 225 West 39th Street, New York.
Western Newspaper Union, 304 East 45th Street, New York.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

INDIANA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALEXANDRIA 4,408	News (e) 798	.02	...	(I) (†) (J) (28)	K. J. Sullivan	K. J. Sullivan	Marion Lauderback Sherill Fox (sp)	K. J. Sullivan (bm) Crystal Thomas (cm)	K. J. Sullivan	Jess Eaton
	Times-Tribune (e) 1,685	.02	...	(I) (UP) (INS) (J) (2¢) (none)	R. B. Emshwiller, Pres.	R. M. Yelvington			R. B. Emshwiller (n)	A. G. French
ANDERSON 39,804	Bulletin (e) 17,353	.065	.065	(I) (AP) (†) (3¢, $2.) (1)	Bulletin Ptg. & Mfg. Co. T. McCullough, Pres.	G. D. Crittenberger (me)		Thos. McCullough R. H. Clark (cm)	R. J. Wilson Thos. McCullough (n)	
	Herald (m) 13,665 Sunday edition (S) 14,079	.055 .055	.055 .055	(R) (AP) (ROP-1 (3¢, 15¢w) ($1)	Herald Pub. Co. Harriet W. Toner, Pres.	W. M. Toner O. W. Bluemle		J. A. Keefe E. A. Bailey (cm)	W. S. Parker	
ATTICA 3,700	Ledger-Tribune (e) 3,163	.03	.03	(R) (AP) (†) (J) (3¢, 10¢w, 40¢m, $2.) (63)	J. F. McDermond, Jr. Pub.	J. F. McDermond, Jr. J. M. Williams	Ralph Green (sp)	J. F. McDermond, Jr. Clyde Shuppert (cm)	J. F. McDermond, Sr. Esta Lou Munson (cl)	LeRoy Bales E. Pierce (j)
AUBURN 5,088	Star (e) 2,084	.02	...	(I) (UP) (J) (3¢) (none).	V. E. Buchanan			G. H. Hachet (bm) F. H. Nicolai (cm)	V. E. Buchanan	S. G. Kimmell
BEDFORD 13,208	Mail (e) 1,980	.025	...	(R) (UP) (†) (J) (2¢, 10¢w) (none)	Bedford Pub. Co., Inc. J. D. Fuller, Pres.-Pub.	Doug M. Smiley	Fred M. Bennett	Doug M. Smiley W. E. Demmy (cm)	Rob't Cooper	Denzil Smith
	Times (e) 4,725	.03	.03	(I-D) (AP) (J) (3¢, 10¢w, $1.) (none)	M. L. Butler, Pub.	M. L. Butler (me)	R. B. Dye R. A. Rainbolt (sp)	M. L. Butler (bm)	R. J. Quinn	H. P. McChord, Jr. K. Ingle (j)
BICKNELL 5,212	News (e) 2,972	.02	.02	(R) (AP) (†) (3¢, 15¢w) (110)	Bicknell Napers, Inc. William D. Murray, Pres.	William D. Murray James O. Leas	James O. Leas	William Murray Richard Lynn (cm)	Bill Murray	Wm. Powell
BLOOMFIELD 2,298	World (e) 3,057	.03	...	(O) (INS) (†) (J) (110)	John A. Watkins	John A. Watkins	Wm. Brown	J. A. Watkins Van T. Wright (cm)	J. A. Watkins Marney Knox (cl)	Jack Norris W. J. Quillin (j)
BLOOMINGTON 18,227	Telephone (e) 5,845	.045	...	(R) (INS) (†) (J) (3¢) (110)	B. W. Bradfute, Sr.	Blaine W. Bradfute, Sr.	Walter Bradfute G. Bennet (sp)	Caroline Payne (bm)	H. S. Wood	Sanford Deckard
	World (e) 3,133	.03	.03	(D) (AP) (†) (J) (3¢, 12¢w, 50¢m, $2.) (69)	Purcell Pub. Co. George W. Purcell, Pres.-Pub.	Geo. W. Purcell	W. C. Miller Bus Purcell (sp)	Geo. W. Purcell V. H. Wiseman (bm) L. V. Cotton (cm)	V. H. Wiseman C. Lunn (cl)	C. C. Davis
BLUFFTON 5,409	News-Banner (m) 4,205	.035	.035	(I) (UP) (J) (3¢, 15¢w) (none)	News-Banner Corp. Roger G. Swaim, Pres.-Pub.	Roger G. Swaim	Orin Craven Franklin Buckner (sp)	Roger G. Swaim B. L. Hart (cm)	David Thompson Marie Fulk (cl)	Chas. Anderson Frank Ulmer (j)
BRAZIL 8,744	Times (e) 4,381	.035	.029	(I-R) (UP) (3¢, 15¢w) (63)	J. A. Raper and G. H. James, Pubs.	Ralph H. Plumb Geo. H. James		James A. Raper Hugh Halcomb (cm)	Joseph P. Badger	
CLINTON 7,935	Clintonian (e) 3,128	.025	...	(I-R) (UP) (INS) (†) (J) (3¢) (none)	George L. Carey	George L. Carey	P. Thomas Smith	George L. Carey Wm. Mitchell (cm)	George L. Carey Betty Cunningham (cl)	A. E. Van Horn
COLUMBIA CITY 3,806	Commercial-Mail (e) 1,286 Post (e) 1,672 Combined editions (e) 2,958	... ... .03	... ...	(R) (D) (UP) (†) (J) (3¢, 12½¢w) (110)	Post & Mail Pub. Co. Foster W. Riddick, James D. Adams (co-pubs.)	Jas. D. Adams (ed-Post) F. W. Riddick (ed-Mail)	Edwin Meitzler John Q. Adams (sp)	J. D. Adams and F. W. Riddick (gm)	Foster W. Riddick	Randall Gregg
COLUMBUS 12,118	Herald (e)	.014	...	(I) (none)	D. D. Locke	D. D. Locke				
	Republican (e) 5,838	.04	.032	(I) (AP, UP, INS) (†) (3¢, 15¢w, $2.50) (none)	Ray'd S. Brown, Pub.	Melvin Lostutter	Robert Gordon	Raymond S. Brown W. H. Nicholson (cm)	Dallas Robertson R. S. Brown (n) Lorella Boeschen (cl)	Earl Henry
CONNERSVILLE 12,795	News-Examiner (e) 5,182	.04	...	(I) (AP) (†) (J) (ROP-2) (3¢) (1)	News-Examiner Co. Mrs. E. W. Tatman, Pres. Geo. S. Tatman, Pub.	George S. Tatman E. I. Higgs (me)	Candace Murray A. E. Neal (sp)	Geo. S. Tatman H. D. Gilliland (cm)	J. L. Foster Geo. S. Tatman (n) F. Feigert (cl)	G. C. Chitwood A. E. Neal (j)
CRAWFORDSVILLE 10,359	Journal-Review (d) 3,564x	.05	...	(I) (AP) (J) (3¢, 12¢w, 50¢m, $1.33⅓) (63)	Journal-Review, Inc. A. M. Smith, Pres. Foster Fudge, Pub.					
DECATUR 5,156	Democrat (e) 3,274	.025	.025	(D) (UP) (J) (2¢, 10¢w) (110)	Democrat Co. J. H. Heller, Pres.-Pub.	J. H. Heller	Pete Reynolds	A. R. Holthouse (bm) C. E. Holthouse (cm)	A. R. Holthouse	
EDINBURG 2,209	Courier (e) 1,883	.02	...	(I-R) (J) (2¢) (none)	E. C. Allison, Pub.	H. A. Allison	Lyman Lutes Robt. Stine (sp)	E. C. Allison Harvey Allison (bm) Lyman Lutes (cm)	H. Allison	J. E. Allison
ELKHART 32,949	Truth (e) 15,330	.055	...	(I) (AP, UP) (†) (2¢, 12¢w, $1.) (120)	Truth Pub. Co., Inc. C. G. Greenleaf, Pres.	Tom H. Keene	M. M. Frink Tom Stephenson (sp)	Tom H. Keene D. E. Miller (bm) S. D. Danforth (cm)	W. M. Fuller	D. A. Letherman
ELWOOD 16,685	Call-Leader (e) 2,301	.02	...	(I) (UP) (3¢, 12¢w) (110)	Elwood Pub. Co., Inc. A. J. Wilhelm, Pres.-Pub.	Don W. Carlson A. J. Wilhelm	Franklin Britt James White (sp)	A. J. Wilhelm Jos. Deeley (cm)	Paul R. Honn Dorothy Durham (cl)	O. C. Nance
EVANSVILLE 102,249	Courier (m) 38,537 Courier-Press (S) 55,329	.12 .15		(UP) (ROP-1) (†) (111)	Evansville Courier, Inc. Ed. J. Fehn, Pres.	Don Scism	C. Conway Stone Don Scism (sp) J. C. Kerlin (Su)	A. G. Hollander (cm) G. R. Benedict (cm)	D. H. Roberts F. W. Bals (n) C. J. Becker (cl)	
	Press (e) 30,317 Combined Daily (me) 68,354	.11 .16		(UP) (ROP-3) (†) (111)	Evansville Printing Corp W. C. Bussing, Pres.		Clifton Brooks (Su)	J. E. Price (cm)	A. G. Hollander F. W. Bals (n) W. F. Lockwood (cl)	A. J. Becker
FORT WAYNE 114,946	Journal-Gazette (m) 51,490 Sunday edition (S) 44,823	.12 .12	...	(D) (AP, UP) (†) (ROP-1) (3¢d, 10¢s, 20¢w d&S, 15¢wd, $1.66⅔d, $8.S) (72)	Journal-Gazette Co. W. A. Kunkel, Jr., Pres.-Pub.	Frank Roberts (me) P. D. Williams (news)	J. C. Milnor Robt. A. Reed (sp)	F. B. Ritchey (bm) B. M. Parks (cm)	A. Schaefer J. R. Williamson (n) Wm. A. Good (cl)	
	News-Sentinel (e) 62,053	.14	.073	(I-R) (AP, UP, INS) (*Sat.) (†) (3¢d, 5¢ Sat., 15¢w, 65¢m, $1.66) (1)	News Pub. Co. Helene R. Foellinger, Pres.-Pub.	W. J. Gross (ed'l editor) Arthur K. Remmel (me)	Bryan P. Martin Howard Tenny (sp)	Helene R. Foellinger W. G. Andrews (cm)	F. E. Bennett L. P. Conners (cl)	
FRANKFORT 12,196	Times (m) 8,547 Sunday edition (S) 8,547	.05 .05	...	(I) (AP) (†) (J) (3¢, 15¢w, 65¢m) (110)	G. Y. Fowler's Sons	Walter S. Fowler	Paul J. Meifeld Frank J. Kenneson (sp)	Max Fowler Paul W. Sertain (cm)	Morris B. Fox Robt. L. Fowler (n) Ruth Ann Kaylor	C. A. Gray Will G. Ross (j)
FRANKLIN 5,682	Star (e) 3,589	.03	.03	(I) (INS) (†) (J) (3¢, 12¢w, 50¢m) (none)	Aikens & Sellers	W. W. Aikens	Gene Bradnick John Sellers (sp)	W. W. Aikens Elis. Brockman (cm)	James A. Waggener	Noel D. Nay W. W. Aikens (j)
GARY 100,426	Post-Tribune (e) 25,804x	.10	.06	(I) (AP, UP, INS) (†) (ROP-1) (3¢, 18¢w, 75¢m, $2) (18)	Gary P. & P. Co. H. B. Snyder, Pres. J. R. Snyder, Pub.	H. B. Snyder Don F. Datisman	Arnold Coons Norman Werry (sp)	J. R. Snyder H. R. Snyder and F. E. Westcott (bm) W. C. Todd (cm)	F. E. Westcott P. H. Blue (cl)	L. A. Sargent
GOSHEN 10,397	News-Democrat (e) 5,447	.04	.04	(I) (AP, UP) (†) (J) (3¢, 15¢w, 60¢m, $2) (none)	News Ptg. Co. O. M. Kinnison, Pres.	Roscoe C. Lehman O. M. Kinnison	J. Clayton Hughes Dale J. Peffley (sp)	O. M. Kinnison Ted Lehman (cm)	Leon Summy (n) Ted Lehman (cl)	Walter Biscomb
GREENCASTLE 4,613	Banner (e) 3,794	.03	...	(I) (UP) (J) (63)	S. R. Rariden	S. R. Rariden				
GREENFIELD 4,188	Reporter (e) 2,386	.021	...	(I) (INS) (†) (J) (25)	Spencer Pub. Co. Viola B. Spencer and Dale B. Spencer, Pubs.	Dale B. Spencer F. E. Johnson	F. E. Johnson D. B. Spencer (sp)	Viola B. Spencer	Dale B. Spencer Viola B. Spencer (n)	F. E. Johnson (j)
GREENSBURG 5,792	News (e) 3,508	.025	...	(I-R) (INS) (†) (J) (3¢, 12¢w, $2) (110)	Greensburg News Pub. Co. L. D. Braden, Pres.	L. D. Braden & E. J. Hancock	Kenneth N. Rinker	E. J. Hancock	M. L. Gordon Walter B. Lowe (n)	W. H. Wintin Ora C. Pearce (j)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HAMMOND 54,560 142,522 (City Zone)	Times (e) 23,179 Sunday edition (S) 22,387	.09 .09	...	(I-R) (UP, INS, CP) (†) (3¢, 18¢w, $1.75) (18)	Lake County P. & P. Co. Stewart McHie, Pres. Sidmon McHie, Pub.	Rex L. Hidy	John Whitaker (sp)	Stewart McHie Gregory A. Luts (bm) E. P. Fitzgerald (cm)	Samuel Postlewaite Joseph Hirts (cl)	
HARTFORD CITY 6,613	News-Times (e) 4,135	.035	.035	(I) (UP, INS) (†) (J) (3¢, 15¢w) (63)	H. E. Honey and R. W. Monfort, Pubs.	R. W. Monfort	Nelson C. Townsend Jess Kelley (sp)	H. E. Honey (bm) Cleola Lord (cm)	F. M. Miller H. E. Honey (n)	Geo. Wallace Paul Wright (j)
HUNTINGTON 13,240	Herald-Press (e) 6,704 Sunday edition (S) 6,712	.05 .05	.045 .045	(I-R) (AP) (†) (ROP-1) (3ed, 5¢S, 15¢w, $1.50d, $1.83S) (110)	Huntington Newspapers, Inc. Eugene C. Pulliam, Pres. Howard Zinn, Pub.	Howard Houghton	Chas. M. Paul Cloyce Nichols (sp)	Howard W. Zinn C. M. Thomas (bm) M. Robinson (cm)	J. Frank Finnegan Richard Raymer (cl)	Doyt Harvey
	News (e)	.025	...	(D) (†) (J) (3¢) (110)	Huntington News, Inc. C. W. H. Bangs, Pres.-Pub.	C. W. H. Bangs		C. W. H. Bangs (bm)	Faye E. Bangs	C. W. H. Bangs (j)
INDIANAPOLIS 364,161	Commercial (m) 1,228	.10	.10	(I) (INS) (†) (J) (5¢, $1.25m) (none)	Commercial Pub. Co. Mark R. Gray, Pres.	Mark R. Gray		Jas. M. Bradford (bm) Ross Elsea (cm)	Byron Woods	Kenneth Vann Roy Rafert (j)
	News (e) 158,710	.30	...	(I) (AP, UP) (†) (ROP-3) (3¢) (73-21)	News Pub. Co. Frederick C. Fairbanks, Pres.	Stephen C. Noland C. Walter McCarty	Wayne Guthrie	Frederick C. Fairbanks J. N. Shryock, (Asst. G. M.) Ray S. South (cm)	Roger Reynolds J. F. Breese (n) Boyd Brown (loc) G. A. Sass (cl)	Wm. W. Williams
	Star (m) 125,570 Sunday edition (S) 173,121	.24 .30	.12 .18	(I-R) (AP, UP) (*S) (†) (ROP-3) (J) (3¢d, 10¢S, 15¢w-d, $1.75d, $8S) (67)	Star Pub. Co. J. C. Shaffer, Pres.-Pub.	John C. Shaffer James A. Stuart	G. Miles Tiernan W. Blaine Patton (sp) Jack L. Forcum (Su)	B. F. Lawrence E. C. Woempner (bm) Chas. Payne (cm)	W. D. Keenan H. F. Dowell (n) S. S. Adams (cl)	F. L. Yeager Charles Loch (j)
	Times (e) 87,413	.17	.09	(I) (UP) (†) (ROP-3) (3¢, 12¢w, 50¢m, $1.16) (111)	Times Pub. Co. Roy W. Howard, Pres.	Ralph Burkholder Norman Isaacs	Edwin C. Heinke Eddie Ash (sp)	Mark Ferree (bm) James Allio (cm)	Louis D. Young Richard Helms (n) Herbert H. Walker (cl)	
JEFFERSONVILLE 11,946	News (e) 1,820	.025	...	(D) (NEA) (†) (J) (2¢, 10¢w, 40¢m, $2) (25)	News & Journal Co.	F. Dean Mitchell	Lunsford Jones Herbert McGregor (sp)	Mabel Hay (gm) Jas. Lawlor (cm)	Clifford S. Gilbert	Paul Taylor
KENDALLVILLE 5,439	News Sun (e) 2,282	.02	.02	(I) (UP) (†) (J) (2¢) (63)	Kendallville Pub. Co. Mrs. A. W. Mercia, Pres. R. V. Fischer, Pub.	R. V. Fischer	R. V. Fischer Normann Carter (sp)	R. V. Fischer H. P. Shew (cm)	H. P. Shew	J. Frank Cramer W. S. Osborne (j)
KOKOMO 32,843	Tribune (e) 15,915	.06	.05	(I-R) (AP, UP) (†) (3¢, 15¢w, $1.50) (1)	J. A. Kautz Estate	Ed. M. Souder	Donald F. Hall Lee J. Noble (sp)	H. A. Rayburn (bm) G. D. Bender (cm)	G. J. Murphy R. H. Blackledge (n) G. J. Murphy (cl)	E. T. Hamilton (comp.) H. A. Edwards (press)
LAFAYETTE 26,240	Journal & Courier (e) 30,872	.08	...	(I-R) (AP, UP, INS) (2¢) (120)	Journal Courier Pub. Co. H. W. Marshall, Jr. Pub.	Geo. W. Stout H. C. Light	H. Heinlich G. Graham (sp)	Frank P. Vogt (bm) J. T. Hoffmann (cm)	C. W. Nelson C. S. Bowen (n)	G. W. Kummings
LA PORTE 15,755	Herald-Argus (e) 7,307	.05	.033	(I) (UP) (†) (J) (3¢, 15¢w, $2) (131)	La Porte Ptg. Co. H. A. Lindgren, Pres.-Pub.	Charles A. Beal C. R. Parker	Forbes N. Julian Thos. Ciecka (sp)	H. A. Lindgren C. Al. Beal (bm) M. E. Moyer (cm)	G. E. Moss W. Lindewald (cl)	P. F. Wells C. E. Deacon (j)
LEBANON 5,445	Reporter (e) 3,823	.03	...	(I) (INS) (†) (J) (3¢, 60¢m) (none)	Lebanon Newspapers, Inc. E. C. Pulliam, Pres.-Pub.	Jesse M. Batterton	Alva H. Wyakoop	Jesse M. Batterton J. R. Love (cm)	L. J. Kiefer Mary M. Jones (cl)	Earle Gillette E. H. Darnell (j)
LINTON 5,085	Citizen (e) 3,710	.03	...	(D) (AP, UP) (J) (3¢) (110)	Linton Daily Citizen Joe E. Turner, Pres. Eakin G. Turner, Pub.	E. C. Turner Vance Sappenfield	Vance Sappenfield	E. C. Turner E. L. Barnes (cm)	E. C. Turner	Hoyt Clark
LOGANSPORT 18,508	Pharos-Tribune (e) 13,623	.06	.05	(I) (UP) (†) (3¢, 15¢w, $2) (131)	Pharos-Tribune Co. J. F. Digan, Pres.		Allen Sauers Allan Haas (sp)	Geo. D. Grubbs (bm) J. M. Dunn (cm)	Walter Newman G. D. Grubbs (n) Maxine Baker (cl)	Albert Rettig
	Press (m) 10,974 Sunday edition (S) 11,174	.055 .055	...	(I) (AP) (†) (3¢, 13¢w) (1)	Six County Pub. Co. Mary A. Kerrigan, Pres. Peter J. Sullivan, Pub.	Fred Franklin Peter J. Sullivan	Fred Franklin H. Rinier (sp)	P. J. Sullivan R. E. Campbell (cm)	R. K. Simpson P. J. Sullivan (n) June Wasson (cl)	Chester Lesh
MADISON 6,530	Courier (e) 2,525	.025	...	(R) (AP) (87-3)	M. E. Garber, Pub.		Lloyd G. Neal	G. P. Skeldon (cm)		
	Herald (e) 1,050	.018	.018	(D) (INS) (J) (2¢, 12¢w, $2) (none)	Herald Co., Inc. J. F. Niesse, Pres.	John B. Niesse	Earl E. Douglas	John B. Niesse (bm) John Coleman (cm)	J. B. Niesse	Chas. Holman Wilk Works (j)
MARION 24,496	Leader-Tribune (m) 7,837	...	...	(D)	Chronicle Pub. Co., Inc. D. B. Lindsay, Pres.	G. D. Lindsay D. Brannon (me-e) J. W. Clarke (me-m)	Homer King (e) Robert Franks (sp) J. W. Clarke (Su)	G. D. Lindsay Gardner J. Thomas (bm) John Wiesman (cm)	E. W. Camp	E. L. Hall
	Chronicle (e) 9,183 Combined daily (me) 17,020 Chronicle-Tribune (S) 15,968	... .08 .075	... ...	(R) (AP, UP, INS) (†) (ROP-2) (3¢d, 10¢S, 15¢w) (none) (I)						
MARTINSVILLE 4,962	Reporter (e)	.02	...	(I) (UP) (J) (110)	H. J. Martin	H. J. Martin	F. O. Good W. Marshall (sp)	H. C. Martin		
MICHIGAN CITY 26,735	News-Dispatch (e) 8,669	.06	.05	(I) (AP, UP, INS) (†) (ROP-3) (J) (3¢, 15¢w, 60¢m, $1.50) (82)	Dispatch Pub. Co., Inc. Mrs. Eugenia Nixon, Pres.	A. W. Spiers, Jr.	Preston Calvert Earl Miller (sp)	R. C. Averitt Willard Rohrer (bm) Herbert Gilmore (cm)	Herbert F. Bailey H. Z. Messner (cl)	H. Bedenkop Emil Olsen (j)
MONTICELLO 3,107	Herald-Journal (e) 3,045	.03	...	(I) (UP) (†) (J) (3¢) (none)	Journal Co. D. D. & Jas. Raper, Pubs.	Lawrence O. Corey	Mabel Overman Al Douglas (sp)	R. Jenkins (cm)	Virgil McClintic	Edwin Shell
MOUNT VERNON 5,035	Democrat (e) 2,578	.02	.02	(D) (UP) (†) (J) (2¢, 9¢w) (110)	Edward F. Alles	Orvan R. Hall	Bill Causey (sp)	Edward F. Alles	O. R. Hall A. V. Fullinwider (cl)	John L. Clark
MUNCIE 46,548	Press (e) 18,535	.07	...	(I-R) (AP) (†) (3¢, 15¢w, 65¢m, $1.75-$2) (106)	Press Pub. Co. Gordon Lockwood, Pres.	W. E. Sutton L. J. Parkinson	H. A. Silverburg	Gordon B. Lockwood H. O. Bull (cm)	W. R. Robinson W. A. Letzler (n) Jos. Fritsch (cl)	
	Star (m) 22,496 Sunday edition (S) 17,535	.08 .06	...	(I-R) (AP) (†) (3¢, 15¢w, $1.65d, $6.75S) (67)	Star Pub. Co. J. C. Shaffer, Pres.	John C. Shaffer John O. Ferris	Vernon Winder Bob Barnet (sp) Ben Koons (Su)	Frank E. Harrold Fred C. West (bm) Horace E. Payne (cm)	Lewis A. Baldwin B. L. Shroyer (n) Thos. Skillman (cl)	
NEW ALBANY 25,819	Tribune (e) 4,041	.03	...	(R) (†) (J) (3¢) (122)	Tribune Co. James E. Montgomery, Pres.-Pub.	J. E. Montgomery	Gus E. Weinmann Dick Potts (sp)	James E. Montgomery B. C. Wicker (cm)	Al J. Schansberg J. E. Montgomery (n) Maxine Hook (cl)	Frank Moran Wm. Long (j)
NEW CASTLE 14,027	Courier-Times (e) 8,178	.055	...	(I) (AP) (†) (J) (3¢) (110)	New Castle Ptg. Co. W. S. Chambers, Pres.	Allen C. Hiner Scott Chambers (me)	Ed. Ogborn (sp)	W. S. Chambers (bm) G. Eden (cm)	Harry Cooper Olive Mills (cl)	Leroy Decker Verl Beyers (j)
NOBLESVILLE 4,811	Ledger (e) 3,369	.025	.025	(R) (INS) (†) (J) (3¢, 12¢w, 50¢m) (110)	Noblesville Daily Ledger, Inc.	E. E. Neal		Chas. S. Neal (gm)		
PERU 12,730	Tribune (e) 7,196	.045	.04	(D) (UP) (†) (3¢, 15¢w) (82)	Tribune Pub. Co. Joe H. Nixon, Pres.	Thomas J. Walsh	W. H. McGrew Wm. Jackson (sp)	Joe H. Nixon M. F. Bateman (bm) Pete Lawrence (cm)	Geo. Morgan M. F. Bateman (n) B. J. Welsh (cl)	G. Van Steenberg
PLYMOUTH 2,590	News (e) 3,190	.03	...	(D) (INS) (†) (3¢, $1.) (none)	Roland B. Metaker & Hayward P. Gibson, Pubs.	R. B. Metaker Ruby McConnell	R. B. Metaker	Leo Manuwal (cm)	Leo Manuwal Roland B. Metaker (n-cl)	R. M. Rathfon
	Pilot (e) 2,865a	.025	.025	(R) (UP) (†) (J) (3¢, 15¢w) (122)	Pilot Co. Samuel E. Boys, Pres.	Samuel E. Boys	Howard Grossman Wilbur D. Kreamer (sp)	S. E. Boys Alfred R. Boys (cm)		Arthur Bibler Robert Bowen (j)
PORTLAND 5,276	Commercial-Review (e) 2,410	...	...	(R)	Sun Pub. Co., Inc. A. A. Kist, Pres.	Robert M. Kist	Robert M. Kist Leo Gegenheimer (sp)	Arthur E. Lee Frank Stanton (cm)	Arthur E. Lee	Earl Rickner O. Fikel (j)
	Sun (e) 2,635 Combined edition (e) 5,045	... .08	...	(D) (AP, UP) (J) (3¢) (110)						

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PRINCETON 7,505	Clarion-News (e) 2,248	...	...	(R)	Princeton Pub. Co., Inc. H. Edmund Scheerer, Pres. A. J. Wilhelm, Pub.	Tom Green	Tom Green Blythe Fettinger (sp)	A. J. Wilhelm O. T. Goad (cm)	Virgil E. Faust D. Parrett (cl)	Roy Montgomery
	Democrat (e) 2,234	...	...	(D) (UP) (†) (3¢, 15¢w) (110)						
	Combined edition (e) 4,482	.035	.023							
RENSSELAER 2,798	Republican (e) 1,510	.025	...	(R) (J) (2¢)	S. C. Robinson	H. B. Clark				
RICHMOND 32,493	Palladium (e) 10,919	...	...	(I-R) (AP, UP, INS) (†) (3¢d, 5¢S, 15¢w, 65¢m, $1.50d, $3S) (14)	Palladium Pub. Corp. R. G. Leeds, Pres.-Pub.	R. G. Leeds L. M. Feeger	Malcolm Jolliff Kenneth Murphy (sp) Edw. Kaeuper (Su)	L. M. Feeger (bm) Miss L. T. Walker (cm)	Robert R. Reid C. F. Ferling (cl)	G. A. Righter
	Item (m) 11,736	...	...							
	Combined daily (me) 22,655	.09	...							
	Item (S) 22,578	...	...							
	Evening & Sunday (eS)	.09	...							
ROCHESTER 3,518	News-Sentinel (e) 3,290	.025	.025	(I) (INS) (†) (J) (3¢, 15¢w) (110)	Barnhart-Van Trump Co. H. A. Barnhart, Pres.-Pub.	H. A. Barnhart	Carl Van Trump Bill Ritchie (sp)	C. E. Hoover (bm) Kenneth Overstreet (cm)	C. E. Hoover	Floyd Van Trump
RUSHVILLE 5,709	Republican (e) 2,926	...	...	(R) (D) (AP) (J) (2¢) (110)	Republican Co. E. J. Hancock, Pres.	Louis C. Hiner (e) Barton Cartmel (m)	Wm. Hougland	E. J. Hancock W. L. Kendall (bm) R. Montgomery (cm-cty) M. Ball (cm-ctry)	O. R. Cartmel Mrs. Leah Simpson (cl)	Frank Priest W. L. Kendall (j)
	Telegram (m) 850	...	...							
	Combined daily (e) 3,776	.045	...							
SEYMOUR 7,508	Tribune (e) 3,080	.02	...	(I) (AP) (†) (J) (3¢, 15¢w, 60¢m) (110)	Tribune Co., Inc. R. E. Harris, Pres. J. H. Conner, Pub.	John H. Conner	T. P. Wesley	John H. Conner (bm) Arthur Foster (cm)	N. M. Jackson	M. J. Plump W. H. Noe Kier (j)
SHELBYVILLE 10,618	Democrat (e) 4,497	...	...	(D) (AP, UP) (†) (J) (10¢w) (110)	Democrat Pub. Co. D. W. Avery, Pres.	Norman Thurston	John D. Scott (sp)	Marion T. Ayers Fred L. Jones (cm)	Leo Kinman Dan Moloy (n) C. R. Dickman (cl)	D. W. Avery Ralph Taylor (j)
	Republican (m) 1,993	...	...							
	Combined daily (me) 6,490	.045	...							
SOUTH BEND 104,193	Tribune (e) 67,241	.15	.107	(I) (AP, UP, INS) (†) (ROP-3) (3¢, 20¢w, 87¢m, $1.28) (117)	South Bend Tribune F. A. Miller, Pres.	F. A. Miller R. H. Horst	R. P. Johnson Jack Ledden (sp)	Neil C. Snyder (cm)	W. S. Bowman E. J. Meehan (n) H. M. Hatfield (cl)	J. W. Harding
	Sunday edition (S) 65,770	.15	.107							
SPENCER 2,179	World (e) 2,893	.025	.02	(D) (INS) (†) (J) (3¢, 12¢w) (69)	Ben Kaufman	Ben Kaufman	Richard Miller (sp)	Ben Kaufman (bm)	Geo. Ellis H. R. Kaufman (cl)	Damon Shields
SULLIVAN 5,306	Times (e) 3,206	.025	...	(D) (UP) (†) (J) (122)		Paul Poynter Joe H. Adams		Joe H. Adams Paul Poynter (bm) Leila Marks (cm)	Cy Bradburn	Roy Shroyer
TERRE HAUTE 52 810	Star (m) 26,091	.09	...	(R) (D) (AP, UP) (*S) (†) (3¢d, 10¢S, 15¢w-m-e, $1.66⅔) (114)	Tribune-Star Pub. Co., Inc. Crawford Failey, Pres.	James Benham (m) Wm. F. Cronin (e)	S. David Fox (ce-m) M. P. House (ce-e) Russell Chapelle (sp-m) Robt. Nesbit (sp-e) Wm. F. Cronin (Su)	Andrew C. Keifer Paul Hanrahan (cm-e) J. T. Hanrahan (cm-m)	Frank Shannon Lou Keifer (n) Bob Thompson (cl)	Harry Brentlinger
	Tribune (e) 26,002	.09	...							
	Combined daily (me) 52,093	.15	...							
	Tribune-Star (S) 26,882	...	...							
TIPTON 4,848	Tribune (e) 2,639	.02	.02	(I) (UP) (†) (J) (2¢, 12¢w) (110)	Ramsay & O'Banion	Floyd N. Ramsay	Ken Harlan	C. L. O'Banion (bm) I. M. O'Banion (cm)	C. L. O'Banion F. N. Ramsay (n)	Fred Saisaline Ronald Jones (j)
UNION CITY 3,084	Times-Gazette (m) 2,256	.025	...	(110)	Russell E. Wise, Pres.	G. E. Swaim		Ray S. Meredith (bm)	Ray S. Meredith	
VALPARAISO 8,179	Vidette-Messenger (e) 4,342	.035	.035	(I-R) (UP) (†) (3¢, 15¢w, 65¢m) (110)	Vidette-Messenger Co. Lucile Whipple, Pres.	Robt. G. Allett	E. Zimmerman Herbert Steinbach (sp)	Avery B. Weaver	Robert Bibler A. B. Weaver (n) John Stoner (cl)	John G. Allett
VINCENNES 17,864	Post (m) 5,261x	.04	.025	(D) (UP) (†) (3¢d, 5¢S, 15¢w, $1.60d, $2.50S) (25)	Vincennes Post, Inc. E. Adams Emison, Pres.-Pub.	E. Adams Emison	Al Goodson Gordon Thompson (sp)	E. Adams Emison Wm. E. Frigge (cm)	Jennings H. Rich Margaret Shaw (cl)	Miller Sherry
	Sunday edition (S) 5,348x	.04	.025							
	Sun Commercial (e) 9,721x	.06	.04	(D) (AP) (†) (3¢, 15¢w, 60¢m, $1.50) (110)	Vincennes Newspapers, Inc. E. C. Pulliam, Pres. Howard N. Greenlee, Pub.	Ross H. Garrigus	A. R. Cochran Geo. Byers (sp)	Howard N. Greenlee R. D. Maney (cm)	C. S. Williston H. N. Greenlee (n) James Wendling (cl)	H. E. Beck
	Sunday edition (S) 9,746x	.06	.04							
WABASH 8,840	Plain Dealer (e) 5,864	.04	.035	(I-R) (UP) (†) (5¢, 20¢w) (82)	Plain Dealer Co., Inc. Joe H. Nixon, Pres.-Pub.	Merritt W. Sills	Ernie Lawson (sp)	Joe H. Nixon L. M. DeLauter (bm) Harley Hammon (cm)	Joe H. Nixon L. M. DeLauter (n) C. A. Bowman (cl)	
WARSAW 5,730 6,184 (City Zone)	Times (e) 4,622x	.04	.04	(R) (UP) (J) (3¢, 15¢w, $1) (none)	Reub Williams & Sons. Logan H. Williams, Pres.-Pub.	Logan H. Williams	E. H. Dodge Mush Warner (sp)	R. B. Williams Ruby Carroll (cm)	Reuben Williams Helen Smith (n-cl)	Marion Bryer
	Union (e) 2,280	.025	.025	(D) (AP) (2d, 10¢w, 60¢) (none)	Warsaw Union, Inc. Ralph W. Bartol, Pres.	R. O. Nusbaum	Louis Breading (sp)	Ralph W. Bartol Chas. W. Bartol (cm)	C. W. Bartol	LeRoy Smith
WASHINGTON 9,070	Democrat (e) 4,473	.03	.03	(D) (INS) (†) (J) (3¢, 15¢w, 60¢m) (110)	Boyd & Backes Sam B. Boyd, Pub.	Sam B. Boyd	Ralph I. Burris Paul O'Connor (sp.)	Earl Ellis (cm)	Dick Backes	Geo. Patterson (j)
	Herald (e) 4,194	.035	.035	(I-R) (AP) (†) (J) (3¢, 15¢w, 60¢m) (63)	Gazette & Herald Co., Inc. P. R. Bausman, Pres.-Pub.	Paul R. Bausman	Don Ellis Ronald Arvin (sp)	Paul R. Bausman (bm) John Horrall (cm)	Sam A. Pactor Caroline Nibluk (cl)	E. Spaulding
WINCHESTER 4,487	News (m) 1,537	...	...	(D)	Gazette Pub. Co. R. E. Wise, Pres.	Robert M. Kist	Denis R. Luellen (sp)	Robert M. Kist D. R. Luellen (cm)	W. Buckmaster Agnes West (cl)	Roy Harness (j)
	Journal-Herald (m) 2,198	...	...	(R) (†) (J) (2¢, 10¢w) (110)	Journal-Herald Corp. Nathan Mendenhall, Pres. Robert M. Kist, Pub.					
	Combined daily (m) 3,735	.025	.025							

PULITZER AWARDS FOR 1938, MADE 1939

The annual $500 gold medal awarded to an American newspaper for the most disinterested and meritorious public service rendered during 1938 went to the Miami (Fla.) News. The prize was given on the basis of its campaign for the recall of a Miami City Commissioner. Honorable mention went to the Waterbury (Conn.) Republican & American for exposure of municipal graft.

Other awards included:

Foreign or Washington Correspondence—Louis P. Lochner, chief of the Berlin bureau of the Associated Press, won $500 "for distinguished service as a foreign correspondent during the year, the test being clearness and terseness of style, preference being given to fair, judicious, well-balanced and well-informed interpretative writing, which shall make clear the significance of the subject covered in the correspondence or which shall promote international understanding and appreciation."

Editorial Writing—R. G. Callvert, of the Portland (Ore.) Oregonian, won the $500 award, for his "My Country 'tis of Thee . . ." published **October 2.**

Reporting—Thomas L. Stokes of the New York World-Telegram and Scripps-Howard Newspaper Alliance received $1,000 for distinguished reporting on the investigation of WPA political activities in Kentucky.

Cartoons — Charles Werner of the Oklahoma City Daily Oklahoman won the $500 prize for his drawing entitled "Nomination for 1938," which was published October 6.

PRIZES IN LETTERS

Novel ($1,000)—"The Yearling" by Marjorie Kinnan Rawlings.

Play ($1,000)—"Abe Lincoln in Illinois" by Robert E. Sherwood.

American Biography ($1,000) — "Benjamin Franklin" by Carl Van Doren, published by the Viking Press.

American Verse ($1,000) — "Collected Poems" by John Gould Fletcher, published by Farrar & Rinehart, Inc.

MUSIC, ART SCHOLARSHIPS

A $1,500 music scholarship was awarded to Dante Fiorillo of Westwood, N. J.

A $1,500 art scholarship was awarded to Peter Cook of Kingston, N. J.

TRAVELING SCHOLARSHIPS

Dr. Frank Luther Mott, director of the School of Journalism, University of Iowa, in history, for his three volume "A History of American Magazines," the last two volumes of which were published by the Harvard University Press.

Three traveling scholarships to the students in a graduating class of the school of journalism, amounting to $1,500 for each scholar were awarded to Bernard S. Redmont of New York, Patricia Bradford Rey of Garden City, Long Island, N. Y., and John Earnshaw Leard of West Roxbury, Mass. Alternates for these prizes are James Dean Allen of New York, Margaret Miller of San Diego, Cal., and J. Whitford Dolson of New York. Two other $1,500 traveling scholarships were included in the awards. These went to the most talented and deserving American student of music nominated by the Department of Music at Columbia, and to an American art student certified as the most promising and deserving by the National Academy of Design. The winners respectively, Dante Fiorillo of Westwood, N. J., and Peter Cook of Kingston, N. J.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

IOWA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AMES 10,261	Tribune (e) 4,583	.04	.04	(I) (UP) (†) (3¢, 15¢w, $2) (63a)	Tribune-Times Co., Inc. W. S. Rupe, Pres.-Pub.	W. S. Rupe Robert Murray (me)	Art Johnson	Hollis J. Nordyke (bm)	H. J. Nordyke Mary Leffler (cl)	Frank E. Horning
ATLANTIC 5,585	News-Telegraph (e) 4,175	.04	.028	(I-R) (INS) (†) (5¢, 50¢m, $3) (none)	News-Telegraph Pub. Corp. F. D. Simpson, Pres.-Pub.	F. D. Simpson	Robt. B. Sherwood	F. D. Simpson Lydia R. Otto (bm) L. I. Heath (cm)	Lydia R. Otto	
BOONE 11,886	News-Republican (e) 3,982x	.04	.021	(R) (AP, UP, INS) (†) (J) (3¢, $1.50) (none)	S. G. Goldthwaite	S. G. Goldthwaite Kenneth S. Goodrich	Harlan Weeks	S. G. Goldthwaite Fred E. Henry (bm) Ralph H. Capps (cm)	Ralph Capps Bertha von Krog (cl)	Fred E. Henry (j)
BURLINGTON 26,755 28,088 (City Zone)	Hawk-Eye Gazette (e) 17,719	.07	.064	(I) (AP, UP) (†) (3¢, 15¢w, $1.50) (114)	Gazette Co. O. N. Custer, Pres.	J. Tracy Garrett Thomas Green	C. W. McLaury Wm. Bayless (sp)	J. Tracy Garrett C. M. Morgan (bm) C. B. Doebele (cm)	Chas. M. Morgan	
CARROLL 4,691	Herald (e 3,242	.03	.03	(I-R) (AP) (†) (J) (5¢, 15¢w, $1) (63a)	Herald Pub. Co. James R. Rhodes, Pres.	James W. Wilson B. C. Raferty		James W. Wilson H. Braklow (cm)	H. F. Freiberg J. W. Wilson (n) M. Lee (cl)	Joe Krause
CEDAR FALLS 7,862	Record (e) 2,240	.03	.03	(R) (INS) (†) (J) (3¢, 12¢w, 50¢m) (none)	Eugene T. Flaherty	J. Ellitt Grayson	David Dentan (sp)	J. Ellitt Grayson Geo. Mueller (bm)	Geo. Mueller	John Mully J. Ellitt Grayson (j)
CEDAR RAPIDS 56,097 65,000 (1938 est.)	Gazette (e) 42,243 Sunday edition (S) 41,405	.15 .15	... ...	(I) (AP, UP, INS) (†) (3¢, 20¢w, $2) (1)	Gazette Co. J. L. Miller, Pres.	Verne Marshall John R. Battin	John R. Battin Tait Cummins (sp) Adeline Taylor (Su)	John L. Miller Jas. N. Faulkes (cm)	Franklin E. Katterjohn C. H. Moore (cl)	Henry Hromek
CENTERVILLE 8,147	Iowegian & Citizen (e) 5,029	.04	...	(R) (AP) (†) (ROP-1) (J) (3¢, 15¢w) (63a)	J. M. Beck & J. R. Needham Pubs.	J. M. Beck C. B. DePuy	Robt. K. Beck D. L. Jones (sp)	J. R. Needham (bm) C. E. Triebswetter (cm)	Wm. Bean J. M. Beck (n) Rex Cool (cl)	
CHARLES CITY 8,039	Press (e) 3,410	.03	...	(R) (AP, UP) (†) (J) (5¢) (40)	L. H. Henry	L. H. Henry Harold S. Henry	Ed Nauman (sp)	H. S. Henry Glen Ortmayer	J. P. Schaedler	S. C. Henry E. J. Waller (j)
CHEROKEE 6,443	Times (e) 3,304	.03	...	(I) (AP) (†) (J) (5¢) (40-63a)	Times Pub. Co. Justin Barry, Pres.	Justin Barry W. Max Gordon	Wilbert T. Reits Max Gordon (sp)	Justin Barry Frank Tibbetts	Dwight Clark W. E. Bywater (n) Anabel Rupert (cl)	V. Riordan J. C. Crane (j)
CLINTON 25,726	Herald (e) 17,758	.09	...	(I) (AP, UP, INS) (†) (5¢, 15¢w, 65¢m, $2, $1.83) (1)	Herald Co. C. Y. Hancock, Pres.	W. C. Eastland	L. F. White J. A. Ryan (sp)	A. M. Clapp A. E. Meyer (cm)	D. A. Lundgren A. M. Clapp (n) H. T. Hanson (cl)	P. F. Kamler
COUNCIL BLUFFS 44,506	Nonpareil (e) 14,726 Sat. edition (e) 10,557 Sunday edition (S) 14,106	.08 ... .08	... ...	(I) (AP) (†) (ROP-3) (3¢d, 10¢S, 20¢w) (54)	New Nonpareil Co. R. R. O'Brien, Pub.	Leroy Wallace (me)	Harry Mauk A. Thornell (sp)	Robert O'Brien John O'Brien (cm)	Bert Williams Glen Gablinghorst (cl)	George Fouts
CRESTON 8,615	News Advertiser (e) 4,760	.04	.04	(I) (AP) (†) (ROP-1) (3¢, 12¢w, 50¢m) (63a)	Wilmont E. Day & Catherine B. Day W. E. Day, Pub.	Frank C. Travers	Lewis Debo E. M. Horning (sp)	W. E. Day Lyle Custer (cm)	Edward Fessler Alma Johnson (cl)	Ralph Griffin
DAVENPORT 60,751	Democrat (e) 14,739 Times (e) 23,091 Combined edition (e) 37,830 Sunday Democrat (S) 18,353	... ...	... .075	(I-R) (AP,UP) (†) (ROP-2) (5¢, 20¢w, 85¢m, $3.50) (92)	Democrat Pub. Co. E. P. Adler, Pres. R. W. Cram, Pub. Times Co. E. P. Adler, Pres.-Pub.	R. W. Cram Hugh Harrison R. J. Leysen (me)	W. A. Ceperly John O'Donnell (sp) Robt. Klauer Leo Kautz (sp)	V. Martin (bm) Chef. Alex (cm) E. P. Adler (bm) Ed Mill (cm)	G. L. Larson F. Russell (n) Roger Coryell (cl) L. M. Turnbull H. C. Curran (n) Joe Klouda (cl)	C. H. Blever Ross Devine
DES MOINES 142,559 167,047 (ABC City)	Register (m) 161,070 Tribune (e) 139,023 Combined daily (me) 300,093 Sunday edition (S) 344,018	... ... .50 .60	... ...	(I) (AP, UP, INS, CDN) (†S) (†) (J) (ROP-2) (3¢, 10¢S, 30¢w-mes) (96)	Register & Tribune, Co. Gardner Cowles, Pres. Gardner Cowles, Jr. (Asso. Pub.) John Cowles (V.-P.)	Harvey Ingham Kenneth MacDonald (me)	M. G. Cunningham (ce-m) E. Paul Cotton (ce-e) G. W. Taylor (sp-m) Jack North (sp-e) Walter Graham (S)	Arthur T. Gormley (bm) W. A. Cordingley (cm)	Forrest R. Geneva Chas. Feldmann (n) G. H. Schnaitman (cl)	Jos. Pendirtz F. B. Hilliker (j)
DUBUQUE 41,679	Tribune (e) 12,682	.07	.07	(I) (TR) (†) (3¢, $1.50) (69)	Catholic Ptg. Co. Chas. N. Nennig, Pres. Henry R. Gonner, Pub.	Chas. N. Nennig	Lloyd Cain Carl C. Ochs (sp)	H. R. Gonner G. M. Kotinek (cm)	Harry Hatzenbuehler Lorraine Spahn (cl)	Will Hennig
	Telegraph-Herald (e) 29,924 Sunday edition (S) 30,395	.10 .10	... ...	(I) (AP, UP, INS) (†) (J) (5¢d, 7¢S, 20¢w, 90¢m, $2.50d, $3.50S) (131)	Telegraph-Herald Co. F. W. Woodward, Pres. Pub.	Harry Slichter	E. Sands K. Murphy (sp)	F. W. Woodward W. J. Arndt (cm)	O. J. Curley A. Scott (cl)	B. F. Davidson R. Martin (j)
ESTHERVILLE 4,940	News (e) 2,974	.03	.025	(I) (AP) (†) (J) (3¢, 13¢w, 50¢m, $1) (63a)	Deemer Lee, Pub.					J. P. Stinson (j)
FAIRFIELD 6,619	Ledger (e) 4,461	.035	.025	(I-R) (UP) (†) (3¢, 15¢w, $2) (63a)	Ledger Co. Walter E. Williams, Pub.	Dean Taylor	Don McGiffin, Jr. Dean Gabbart (sp)	Wendell E. McWilliams (cm)	B. J. Taylor	Ralph Anderson
FORT DODGE 21,895	Messenger & Chronicle (e) 13,495	.07	...	(I-R) (AP) (†) (ROP-1) (J) (5¢, 15¢w, 65¢m, $2.50) (104)	Messenger Ptg. Co. H. V. Roberts, Pres. W. S. Merryman, Pub.	Granger P. Mitchell		W. S. Merryman J. W. Townsend (cm)	W. G. Hale	
FORT MADISON 13,778	Democrat (e) 5,218	.04	...	(I) (UP) (†) (J) (3¢, 15¢w, $1.50) (77)	Democrat Co., Inc. W. J. McGiffin, Pres. W. T. Mershon, Pub.	S. W. Mitchell	Geo. D. Wing Robt. McQuade (sp)	Ward T. Mershon H. L. Peterson (cm)	W. E. Gerdes W. T. Mershon (n) Helen Kimbrell (cl)	Geo. Bubb E. Carstens (j)
IOWA CITY 15,430	Iowan (m) 3,176 Sunday edition (S) 3,176	.03 .03	.03 .03	(I) (AP) (†) (5¢, 15¢w) (none)	Student Publications, Inc. F. L. Mott, Pres. Fred M. Pownall, Pub.	James Fox Loren Hickerson	Arthur Bellaire Oscar Hargrave (sp)	Fred M. Pownall Thomas E. Ryan (bm) James Nelson (cm)	Luther Bowers Thomas E. Ryan (n) Winifred Scully (cl)	L. K. Norris
	Press-Citizen (e) 7,578	.05	...	(I) (AP) (†) (ROP-2) (5¢, 20¢w, $2.50) (36-63a)	Press-Citizen Co., Inc. M. C. Speidel, Pres.-Pub.	Edwin B. Green (me)	Robt. P. Hogan Loren Schultz (sp)	W. T. Hageboeck E. J. Liechty (cm)	K. E. Greene Alma Soucek (cl)	Guy Chappell
KEOKUK 15,106	Gate City & Constitution-Democrat (e) 5,934	.045	.035	(I) (AP) (†) (ROP-1) (5¢, 15¢w, $3) (72)	Gate City Co. Dale E. Carrell, Pres.	Dale E. Carrell Douglas K. Lamont	Freeman Rosecrans Douglas Lamont (sp)	Dale E. Carrell Dale E. Carrell, Jr. (asst.-gm.) Frank Williams (cm)	Ralph Kling Korine Bevering (cl)	G. S. Carver
MARSHALLTOWN 17,373	Times-Republican (e) 10,298x	.06	.05	(R) (AP) (†) (3¢, 15¢w, 65¢m, $2) (63a-92a)	Times-Republican Ptg. Co. D. W. Norris, Pres.-Pub.	D. W. Norris Don K. Hoopes	Paul G. Norris Geo. Hinshaw (sp)	Karl Melcher (bm) Wesley Amos (cm)	Ervine Harland John Garwood (n) G. Morrison (cl)	Leo Sullivan
MASON CITY 23,304 26,370 ABC City	Globe-Gazette (e) 18,352x	.08	...	(I-R) (AP, UP) (†) (ROP-1) (5¢) (92)	Globe-Gazette Co. E. P. Adler, Pres. L. P. Loomis, Pub.	W. Earl Hall	Enoch Norem Al Mitchell (sp)	Lee P. Loomis I. W. Hillstrom (cm)	Lloyd L. Geer M. Cunningham (n) R. Liesveld (cl)	W. McCauley
MISSOURI VALLEY 4,229	Times (e) 1,963	.03	...	(I) (AP) (†) (J) (5¢, 10¢w, $2) (none)	Times Ptg. Co. Willard M. S. Dale & Chester B. Crouch, Pubs.	Max Mandelko		V. Richardson (cm)		W. M. S. Dale (j)
MOUNT PLEASANT 3,743	News (e) 3,265	.03	...	(R) (INS) (†) (J) (3¢d) (40-63a)	Chas. S. Rogers	A. M. Patterson	M. S. Payne Deane Morgan (sp)	W. K. Rogers (bm) Walter Howe (cm)	W. K. Hoff C. G. Haney (cl)	E. H. Nicholson E. J. Peterson (j)
MUSCATINE 16,778	Journal & News Tribune (e) 7,625	.05	.05	(I) (AP) (†) (ROP-1) (5¢, 20¢w, 87¢m) (92)	Journal Ptg. Co. E. P. Adler, Pres. C. R. Rabedeaux, Pub.	Walter Russell (me)	Cora Stohr Bud Fairall (sp)	Carl Walter (cm)	C. L. Bunker Margaret Griffith (n) Clyde Grau (cl)	
NEVADA 3,133	Journal (e) 4,389	.035	.045	(I-R) (INS) (†) (J) (3¢, 12¢w, $1.50) (122)	Benjamin Bros. O. J. Benjamin & G. A. Benjamin, Pubs.	C. E. Armstrong	Percy Carney (sp)	O. J. Benjamin C. F. Hansen (bm) J. L. Garrison (cm)	H. G. Kruwell O. J. Benjamin (n) W. E. Horine (cl)	G. A. Benjamin

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man	Mech. Supt. Job Supt.
NEWTON 11,560	News (e)	4,235	.04	...	(R) (AP) (†) (J) (5¢, 15¢w) (63a)	News Ptg. Co. James R. Rhodes, Pres.-Pub. L. O. Brewer, Asso.-Pub.	James R. Rhodes E. J. VanNostrand	Delmer R. Squires LaVerne Roush (sp)	L. O. Brewer (bm) C. P. Starrett (cm)	W. Clark Williams L. O. Brewer (n) Bettie Ellscott (cl)	J. W. Halden
OELWEIN 7,794	Register (e)	3,681	.035	...	(R) (UP) (†) (J) (40-63a)	H. V. Hoyer, R. V. Lucas & W. T. Armbruster	R. V. Lucas		H. V. Hoyer A. Roepke (cm)	E. J. Henning	R. V. Lucas
OSKALOOSA 10,123	Herald (e)	5,538	.04	...	(R) (UP) (†) (J) (3¢) (63a)	Herald Co. Phil Hoffmann, Pres. C. S. Walling, Pub.	Phil Hoffman	C. D. Foehlinger Bruce Mathew (sp)	A. K. Walling C. S. Walling (bm) Harry Fitch (cm)	A. K. Walling	E. H. Griffis J. Walter Perry (j)
OTTUMWA 28,075	Courier (e)	14,059	.07	.04	(R) (AP) (†) (5¢, 20¢w, 87¢m, $3) (92)	Courier Ptg. Co. E. P. Adler, Pres. John Huston, Pub.	C. S. Johnston (me)	A. M. Efner Emmett Mowery (sp)	John Huston Ed Keefe (cm)	C. C. Meisters John Huston (n) Lillian Orr (cl)	E. H. Voss
PERRY 5,881	Chief (e)	3,367	.03	.029	(I-R) (AP) (†) (J) (ROP-1) (5¢, 15¢w, 60¢m) (63a)	Chief Ptg. Co. James R. Rhodes, Pres.	G. E. Whitehead Vern J. Hall	Vern J. Hall	G. E. Whitehead Doris Johnson (cm)	Bill Hart G. E. Whitehead (n) Ruth Rausch (cl)	Fred Harvey Geo. Gibson (j)
SHENANDOAH 6,503	Sentinel (e)	3,427	.035	.03	(I) (UP) (†) (3¢, 12½¢w) (63a)	Sentinel Pub. Co. W. D. Archie, Pres.-Pub.	W. D. Archie	R. K. Tindall Paul Lange (sp)		E. R. Dearmont W. D. Archie (n) Loren Moorehead (cl)	Ralph Powers
SIOUX CITY 79,183	Journal (daily) Sunday edition (S)	50,985 43,929	.15 .15	.11 .11	(I) (AP) (†) (J) (ROP-1) (3¢, 20¢w, $2) (92)	Perkins Bros. Co. W. H. Sammons, Pres.-Pub.	A. F. Allen John W. Carey	Willis H. Forbes Dan Desmond (sp) A. F. Allen (Su)	W. H. Sammons (bm) E. E. Towns (cm)	W. E. Sotherland T. H. Nissen (cl)	H. R. Sheperd (j)
	Tribune (e)	47,639	.15	.12	(I) (AP, UP) (†) (ROP-3) (3¢, 15¢w, $2) (133-44)	Tribune Co. John C. Kelly, Pres.	Eugene Kelly John C. Kelly	Roy G. Larsen John Rose (sp)	Eugene Kelly John C. Blackmore (bm) F. C. Tibbetts (cm)	John C. Blackmore Eugene F. Kelly (n) R. L. Weyher (cl)	
SPENCER 5,019	Reporter (e)	5,264	.04	...	(I) (AP) (†) (J) (ROP-1) (4¢, 15¢w, $2) (77)	Spencer Pub. Co., Inc. W. J. McGriffin, Pres. Paul H. Martin, Pub.	Raymond Anderson	Richard Beck (sp)	Paul H. Martin A. K. Magill (cm)	S. S. Boyd Paul H. Martin (n) Lois Anders (cl)	Roland Jackson
VINTON 3,372	Cedar Valley Times (e)	4,512	.04	.04	(I) (INS) (†) (J) (5¢, 13¢w, 50¢m) (none)	H. G. Kruse Estate	M. P. Kruse		F. B. Kruse (bm) Eleanor Fry (cm)	Fred Braginton James Rasley (cl)	Frank Mossman
WASHINGTON 4,812	Journal (e)	2,969	.025	.025	(R) (UP) (†) (J) (3¢, 15¢w, $1.92) (63a)	Elder, Shannon & Co. J. O. Elder, Pres.-Pub.	J. Orville Elder R. E. Shannon	Bruce Cowden Jack Woods (sp)	R. E. Shannon L. A. Warren (bm) Dave Elder (cm)	Lewis A. Warren Bill Shannon (cl)	Max A. Marble
WATERLOO 46,191	Courier (e) Sunday edition (S)	33,410 32,946	.12 .12	.12 .12	(I-R) (UP, AP, INS) (†) (3¢d, 7¢S, 20¢w, $1.50d, $4S) (117)	W. H. Hartman Co. J. C. Hartman, Pres.	John C. Hartman E. R. Moore, Sr.	Burton T. Burritt E. R. Moore, Jr. (sp)	Jackson McCoy Ray C. Eggert (cm)	E. G. Carey Helyn Miller (cl)	R. E. Boller
WEBSTER CITY 7,024	Freeman-Journal (e) Daily and Rural edition (Mon. & Thurs.)	2,866 3,857	.03 .04	.025 .035	(I-R) (AP) (†) (J) (3¢, 12¢w, $1.50) (63a)	Freeman-Journal Pub. Co. W. F. Hunter, Pres. George C. Tucker, Pub.	W. F. Hunter Geo. C. Tucker	K. L. Peterson Bob Davis (sp)	Geo. C. Tucker (gm) Lloyd Johnson (cm)	H. R. Packard Geo. C. Tucker (n)	Geo. Mertz C. L. Kingsley (j)

KANSAS

City Population	Name of Newspaper, Circulation		Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ABILENE 5,658	Chronicle (m) Sunday edition (S)	2,589 2,591	.025 .025	.025 .025	(R) (UP) (†) (J) (39)		C. W. Wheeler Edw. Rupp	Earl Clark (sp)	C. W. Wheeler J. H. Ringwood (cm)	R. W. Weyant L. A. Green (cl)	C. E. Chapman D. L. Carter (j)
	Reflector (e)	2,367	.025	.025	(R) (AP) (†) (J) (5¢, 10¢w, 40¢m) (69)	Reflector Ptg. Co.	C. M. Harger H. W. Wilson (me)	R. L. Crawford	F. Q. Wilson, Sr. (bm.) Earle Shell (cm)		W. D. Lindsey Everett Milkam (j)
ARKANSAS CITY 13,946	Traveler (e)	5,515	.05	.05	(I) (AP) (†) (ROP-3) (J) (3¢, 15¢w, 60¢m, $3) (65)	Traveler Pub. Co. Oscar S. Stauffer, Pres.	Oscar S. Stauffer Wm. Frailey	Elmont Waite Martin Myers (sp)	O. S. Stauffer Hettie M. Calkins (cm)	N. B. Musselman F. G. Shirley (cl)	G. J. Jardot
ATCHISON 13,024	Globe (e)	6,292	.05	.05	(I) (AP) (†) (5¢, 15¢w, 65¢m) (14)	Globe Pub. Co. Gene A. Howe, Pub.	Carl Brown (me)	Clement O'Neill John W. Buckley (sp)	Paul Allingham (bm) Carl Benson (cm)	Paul Allingham Vergie Hartley (cl)	Cecil Worrel
AUGUSTA 4,033	Gazette (e)	1,876	.025	...	(R) (†) (J) (5¢) (63)	Gazette Pub. Co. C. K. Shore, Pres.	Chester K. Shore	Melvin Adams	Chester K. Shore	Chester K. Shore	M. Hobbs
BELOIT 3,502	Call (e)	.....	.018	...	(I) (J) (none)		Harry K. Houghton		Harry K. Houghton		R. Wicks
BURLINGTON 2,373	Republican (e)	2,354	.025	...	(R) (†) (J) (2¢) (63)	John Redmond	John Redmond	Bill Batdorf	Floyd S. Ecord (bm) Wilma M. Dabbs (cm)	Floyd S. Ecord	G. H. Preston W. J. Benjamin (j)
CALDWELL 2,046	Messenger & News (e)	1,416	.025	.018	(I) (J) (2¢, 10¢w, 40¢m) (63)	Harold A. Hammond	Ralph Van Camp	Roy W. Nichols (sp)	Ralph A. Van Camp	Clarence A. Boam Roy W. Nichols (cl)	Roy Christy T. C. Kelley (j)
CANEY 2,794	Chronicle (e)	1,027	.018	...	(I) (J) (5¢) (25)	L. T. Perrill	L. T. Perrill		L. T. Perrill		H. L. Close (j)
CHANUTE 10,277	Tribune (e)	4,961	.04	.04	(I) (AP) (†) (ROP-1) (2¢, 12½¢w, $1) (65)	Chanute Pub. Co. John P. Harris, Pres. J. P. Harris & S. F. Harris, Pubs.	Clarence W. Moody	Ernest W. Johnson Vincent Lane (sp)	Clarence W. Moody F. M. Harris (cm)	Raymond Miller F. M. Harris (cl)	T. O. Ward W. R. Hill (j)
CHERRYVALE 3,500	Republican (e)	1,777	.025	...	(R) (AP) (†) (J) (5¢) (63)	Pryor S. Campbell, Pub.	Pryor S. Campbell	Chas. Vandergrift	Willis Herrington (bm)	Will R. Burge	P. S. Campbell P. C. Campbell (j)
CLAY CENTER 4,386	Dispatch (e)	2,713	.025	...	(I) (AP) (†) (J) (69)	Ray Breitweiser	Ray Breitweiser	Wayne Breitweiser (sp)	Ray Breitweiser Helen West (cm)	Paul Ragland Stan Snook (n) Helen West (cl)	H. Tyler
COFFEYVILLE 16,198	Journal (e)	7,162	.05	.03	(R) (AP) (†) (J) (5¢, 15¢w, 65¢m, $2.50) (65)	Hugh J. Powell	Hugh J. Powell	Russell Greenlee B. W. Crone (sp)	Hugh J. Powell James Le Clere (cm)	C. M. Dunham Mrs. W. G. Goldsmith (cl)	W. A. Goldsmith Lee Purdy (j)
COLUMBUS 3,235	Advocate (e)	2,145	.025	...	(I-R) (†) (J) (5¢) (63)	Knock & Knock	D. Clyde Knock	Ed. Skidmore	Millard P. Knock (cm)	Millard P. Knock	Monty Ward Gladys Estus (j)
CONCORDIA 5,792	Blade-Empire (e)	3,162	.03	.03	(R) (AP) (†) (ROP-1) (J) (5¢, 15¢w, $2.50) (none)	Blade-Empire Pub. Co. Ray Green, Pres.-Pub.	Ray Green	Tom Kiene Dan Scott (sp)	Lester B. Shrouf (bm) Art Lowell (cm)	Lester B. Shrouf	Lee D. Shrouf
COUNCIL GROVE 2,898	Republican (e)	2,019	.025	...	(R) (†) (J) (5¢) (none)	J. B. Lawrence	J. B. Lawrence	Don McNeal	J. B. Lawrence (bm)	W. F. Law	Darrell Taylor Glen Cole (j)
DODGE CITY 10,059	Globe (e)	5,960	.05	...	(I) (AP) (†) (RoP-1) (5¢, 15¢w, 65¢m, $1.50) (54)	Globe Pub. Co. C. Denious, Pres.	J. C. Denious A. R. Buckingham		N. C. Petersen (bm) Lloyd A. Crawford (cm)	N. C. Petersen L. A. Crawford (cl)	G. Brewer
EL DORADO 10,311	Times (e)	5,140	.04	.04	(R) (AP) (†) (J) (5¢, 15¢w, 65¢m, $3) (54)	Times Pub. Co. Frank F. Adams, Pres.	R. A. Clymer	W. R. Feder	R. A. Clymer Kenneth Downey (cm)	R. E. Forgy Anna Benintendi (cl)	O. F. Huttenhoff A. G. Hudson (j)
EMPORIA 14,067	Gazette (e)	7,250x	.055	...	(I-R) (AP) (†) (J) (3¢, 15¢w, 65¢m, $1.50) (65)	William Allen White, Pub.	William A. White Frank C. Clough (me)	Frank C. Clough Ted McDaniel (sp)	K. W. Davidson J. D. Winner (cm)	E. T. Lowther C. X. Alexander (n) Mary Hughes (cl)	J. H. Schottler
FORT SCOTT 10,763	Tribune-Monitor (e)	4,215	.04	.03	(I) (AP) (†) (J) (5¢) (54)	Tribune-Monitor Co. George W. Marble, Pres. Geo. W. Marble Estate, Pub.	Geo. W. Marble	K. K. Friedel Fred Ury (sp)	G. W. Marble Lloyd Smith (cm)	T. S. Smith Goldie Cleland (cl)	Frank Decker
	Herald (e) Sunday edition (S)	3,140 3,140	.025 .025	.025 .025	(I) (UP) (†) (J) (2¢, 20¢m) (none)	L. H. Whiteside, Pub.	E. D. Whiteside	E. M. Roberts (sp)	Raymond Parks (cm)	Frank Reeds T. F. Clark (n) Thelma Norris (cl)	

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Mgr.	Adv. Manager Natl. Adv. Mgr. Classified Mgr.	Mech. Supt. Job Supt.
FRANKFORT 1,346	Index (e) 1,548	.021	.021	(I) (AP) (†) (J) (25¢m) (63)	F. M. Hartman Estate. H. H. & A. P. Hartman, Pubs.	H. H. Hartman A. P. Hartman	Gilbert Gibson (sp)	H. H. Hartman (bm) Frank Pierson (cm)	H. H. Hartman	G. Gibson H. H. Hartman (j)
FREDONIA 3,446	Herald (e) 2,145	.025	...	(I) (AP) (†) (J) (5¢, 10¢w) (69)	B. S. Hudson, Pub.	Ben S. Hudson	R. L. Golay (sp)	Ben S. Hudson T. Rickenbacher (bm)	T. Rickenbacher Va. Clements (cl)	Ben S. Hudson
GARDEN CITY 3,280	Telegram (e) 4,280	.03	...	(I) (AP) (†) (J) (3¢, 10¢w, 40¢m, $1.50) (65)	Telegram Pub. Co. Gervais F. Reed, Pres. G. F. Reed & R. B. Reed, Pubs.	Robert B. Reed	Robert B. Reed Elon Torrence (sp)	Gervais F. Reed Everett Bates (cm)	Allen Hunter	Harley Grimsley G. L. McBee (j)
GOODLAND 3,626	News (e) 1,456	.02	.02	(I) (AP) (†) (J) (3¢, 10¢w, 30¢m, $1)(none)	Western Kansas Pub. Co. Chas. L. Bigler, Pres.-Pub.	Chas. L. Bigler	Neva Jones	Chas. L. Bigler J. A. Gordanier (cm)	J. S. Gordanier Carl Beckner (cl)	Cecil Wilkins D. L. Rouse (J
GREAT BEND 5,548	Tribune (e) 4,627	.04	...	(I-R) (AP) (†) (3¢, 15¢w) (25)	Alic R. Townsley, Pub.	Merrill D. Spencer	M. D. Spencer Frank Shideler (sp)	Dwight D. Clark Wm. Tucker (cm)	Dwight D. Clark Wm. Tucker (cl)	P. P. Wesley
HAYS 4,618	News (e)	.03	...	(I) (AP) (†) (J) (5¢)(none)	News Pub. Co. Frank Mots, Pres.-Pub.	Frank Mots	Victor Wells	Leota Mots (bm) John Miller (cm)	Albert McFarlin E. Frank (cl.)	Law. Campbell Geoff Hamilton (j)
HIAWATHA 3,302	World (e) 3,228	.03	.03	(I) (J) (5¢, 10¢w, 30¢m) (none)	Ewing Herbert	Ewing Herbert Ewing Herbert, Jr.(me)	.....	Ewing Herbert, Jr.	Ewing Herbert, Jr.	.....
HUTCHINSON 27,754	Herald (m) 16,188x News (e) 13,763x Combined daily (me) 29,951x News-Herald (S) 27,640x	... ... .12 .12	... ... .12 .12	(I) (AP) (†) (ROP-1)(2¢d, 5¢S, 15¢w, $1 d,$2.50S) (65)	Hutchinson Pub. Co. John P. Harris, Pres.-Pub.	John P. Harris	E. L. May (m) Herbert Waggoner (e) Fred Mendell (sp-e) Alvin Dumler (sp-m) Whitley Austin (Su)	D. R. Brown (bm) B. L. Atkinson (cm)	Kenneth MacPherson Dwight McCreight (cl)	D. M. Smith
INDEPENDENCE 12,782	Reporter (e) 5,160	.05	...	(I) (AP) (†) (J) (5¢) (54)	Independence Pub. Co. O. S. Stauffer, Pres. Charles Spencer, Pub.	Chas. Spencer Frank C. Sands	Marion Boner Bennett Waxse (sp)	Chas. Spencer Louise Boner (cm)	E. E. Hardwick Louise Boner (cl)	J. F. Atkinson A. J. Etsold (j)
IOLA 7,160	Register (e) 3,243	.03	.025	(R) (AP) (†) (J) (3¢, 15¢w, 65¢ m) (none)	Angelo C. Scott, Pub.	Angelo C. Scott	W. E. Harlan	A. C. Scott Geo. Williams (cm)	V. M. Hodgins	H. E. Whitaker L. R. Varner (j)
JUNCTION CITY 7,407	Union (e) 3,947	.03	...	(I) (AP) (†) (2¢, 15¢w, 65¢ m) (122)	Harry E. Montgomery, Pub.	Lee Rich (me)	Harold Taylor	Lee Rich	R. E. Smith	Otto Schultz E. Verbecke (j)
KANSAS CITY 121,857	Kansan (e) 12,175 Sunday edition (S) 12,114	.07 .07	.06 .06	(I) (UP) (†) (ROP-2) (3¢d, 5¢S, 15¢w, 65¢m, $1.50) (20)	Capper Pubs, Inc. Arthur Capper, Pres.-Pub.	W. A. Bailey	C. H. Nohe Cyril Scott (sp)	W. A. Bailey Lloyd Smith (cm)	Mark T. Jones M. S. Weed (cl)	C. Chandler
LARNED 3,532	Tiller & Toiler (e) 1,340	.025	...	(D) (AP) (J) (63)	The Tiller & Toiler Leslie Wallace, Pub.	Leslie Wallace Paul L. Dittemore (me)	.....	.....	Causley Blaunt	Ed. Harshbarger
LAWRENCE 13,726	Journal-World (e) *6,537	.045	.043	(R) (AP) (†) (J) (3¢, 55¢ m, $2) (72)	World Co. W. C. Simons, Pres.	W. C. Simons J. W. Murray (me)	Bob. Busby	W. C. Simons Dolph Simons (bm) Grace Farris (cm)	R. A. deWatteville Dolph Simons (n) Jessie Marley (cl)	E. A. Farris
	* Circulation for period ending March 31, 1939.									
LEAVENWORTH 17,466 21,511 (ABC City)	Times (e) 6,789 Sunday edition (S) 6,892	.05 .05	.04 .04	(R) (AP) (†) (ROP-1) (5¢, 15¢w, 50¢m, $1.43) (54)	D. R. Anthony, 3d, Pub.	D. R. Anthony, 3d	John O. B. Wallace Gilbert Smith (sp)	H. H. Seckler (bm) Ray Smith (cm)	John H. Johnston H. H. Seckler (n) J. Krueger (el)	Henry Hampel
LIBERAL 5,294	Southwest Times (e) 4,406 Sunday edition (S) 4,406	.035 .05 .035	... ...	(I) (UP) (†) (J) (5¢) (63)	Southwest Ptg. Co., Inc. Van W. Stewart, Pres. Chas. W. Claybaugh, Pub.	Chas. W. Claybaugh Bill Long	Bill Long	Chas. W. Claybaugh	Geo. Christner	Mark D. Singleton C. W. Claybaugh (j)
LYONS 2,939	News (e) 2,862	.025	.025	(I) (AP) (†) (J) (5¢, 10¢w, 40¢m) (none)	Lyons Pub. Co. P. A. Jones, Pres.-Pub.	P. A. Jones	Horace Jones A. Kretsman (sp)	P. A. Jones I. Sellers (cm)	E. Tobias I. Sellers (cl)	John Myers V. Barnhart (j)
McPHERSON 6,147	Republican (e) 4,519	04	...	(I-R) (AP) (†) (J) (5¢, 45¢m) (63)	W. J. Krehbiel, Pub.	W. J. Krehbiel	.....	K. R. Krehbiel	Daniel F. Barthel	.....
MANHATTAN 11,106 (38 Est.)	Chronicle (m) 1,818 Mercury (e) 2,528 Combined daily (me) 4,346 Chronicle (S) 1,818 Evening & Sunday (eS)	... ... .04 ... .04	... ...	(R) (AP) (†) (J) (5¢) (65)	Seaton Publications. Fay N. Seaton, Pub.	Fay N. Seaton Geo. T. Hart (me-m) H. O. Dendurent (me-e)	J. M. Newman (sp)	R. M. Seaton (bm-cm)	Ray Miller Milton Chilcott (cl)	H. F. Parsons (j)
NEODESHA 3,381	Sun (e) 1,585	.025	...	(I) (AP) (J) (2¢) (63)	Mrs. Elizabeth Cowdery	C. C. Bunger	.....	.....	C. C. Bunger	P. A. Klayder
NEWTON 11,034	Kansan-Republican (e) 4,098	.04	...	(R) (AP) (†) (J) (5¢, 15¢w, 45¢m) (none)	Kansan Ptg. Co. Mrs. J. C. Mack, Pres.	Mrs. J. C. Mack (me)	J. L. Napier Leo Steinkirchner (sp)	Ethel Ragsdale (bm) W. T. Bolin (cm)	Mrs. Roy Black Jack Lander (n)	Roy Black
NORTON 2,767	Telegram (e) 1,858	.025	.025	(I) (AP) (†) (J) (5¢, 60¢m) (none)	Telegram Pub. Co. J. C. Denious, Pres.	C. L. Jacoby	.....	C. L. Jacoby Mrs. Viola Burnham (cm)	H. L. Zickefoose	C. B. Wolfe

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Wilcox, Grafton S., New York Herald Tribune.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
OTTAWA 9,563 10,567 (ABC City)	Herald (e) 5,067	.04	.04	(I) (AP) (†) (ROP-1) (2¢, 12½¢w, $1) (65)	J. P. & S. F. Harris, Pubs.	S. F. Harris W. E. Gilliland (me)	Don Huls (sp)	G. Snedaker (cm)	E. S. Bigler Lloyd Hollinger (cl)	E. H. Bowlby
PARSONS 14,903	Sun (e) 5,408	.055	...	(I) (AP) (†) (ROP-1) (5¢, 15¢w, 65¢m, $3) (none)	Sun Pub. Co. Clyde M. Reed, Pres.	C. M. Reed	Murray Kunkel Martin Thomas (sp)	Lester Combs Geo. C. Krause (cm)	W. W. Goodwin	Oaro Willard
PITTSBURG 18,145	Headlight (e) 4,756 Sun (m) 7,268 Combined daily (me) 12,024 Sunday edition (S) 7,248 Evening & Sunday (eS)	... ... .08 ... .08	... ... .07 ... .07	(R) (AP) (†) (ROP-3) (5¢, 15¢w, 65¢m, $2.50) (65)	Pittsburgh Pub. Co. Oscar S. Stauffer, Pres.	F. W. Brinkerhoff	Myles Pember (ce-e) Louis Stroup (ce-m) Kenneth Simons (sp) Myles Pember (Su)	F. H. Vandergrift (bm). Dewey F. Slagle (cm)	John F. Prell	A. N. Simion
PRATT 6,822	Tribune (e) 3,556	.03	.03	(I-R) (AP) (†) (J) (5¢, 10¢w, 40¢m) (63)	Tribune Pub. Co., Inc. C. P. Rich, Pres.	Chas. W. Pratt	Walter Martin (sp)	C. P. Rich (bm) Jess Goodman, Jr. (cm)	Frank Pfeiffer Chas. C. Moore (cl)	A. L. Leatherman (j)
ST. JOHN 1,552	Capital (e) 1,209	.018	...	(2¢) (25)	John W. Lill			John W. Lill Alice J. Lill (cm)		
SALINA 20,155	Journal (e) 12,631x	.07	...	(I-R) (AP) (†) (ROP-1) (5¢, 12½¢w, $1) (65)	Salina Journal, Inc. R. J. Laubengayer, Pres.-Pub.	Roy F. Bailey	Dorothea Smith Stuart Dunbar (sp)	Roy F. Bailey Luther Broiles (cm)	Earl C. Woodward	G. M. Harris
TOPEKA 64,120	Capital (m) 48,562 Sunday edition (S) 49,267 State Journal (e) 17,197	.13 .13 .08	... ...	(R) (AP) (†) (ROP-1) (J) (4¢) (20) (I-R) (AP) (†) (ROP-3) (J) (3¢) (72)	The Capper Publications, Inc. Arthur Capper, Pres.-Pub. Stauffer Publications. Oscar Stauffer, Pres-Pub.	T. A. McNeal Chas. H. Sessions Arthur J. Carruth, Jr.	Wesley Gordon Gene Kemper (sp) T. A. McNeal (sp) T. G. Wear, Jr. Carlos E. Hobbs (sp)	H. S. Blake E. C. Nash (asst-gm) James Rankin (cm) M. D. Milam (cm)	F. B. Cunningham L. R. Benson (cl) A. D. Bacci J. W. Hesse (n) H. D. Shreves (cl)	L. H. Schenck Marshall Crawford (j) Otto L. Rahn
WELLINGTON 7,405	News (e)	.025	...	(I) (AP) (†) (J) (5¢) (63)	H. L. Woods	H. L. Woods	C. Billings E. J. Shaw (sp.)	Pat Quinn G. Ireland (cm)	Pat Quinn G. Ireland (cl)	L. Bookwalter Don L. Workman (j)
WICHITA 111,110 117,860 (ABC City)	Beacon (e) 81,406 Sunday edition (S) 103,647 Eagle (m) 48,731 Eagle (e) 40,333 Combined daily (me) 90,064 Sunday edition (S) 68,548 Evening & Sunday (eS)	.18 .22 ... ... .18 ... .20	.18 .22	(I) (AP, UP, INS, NANA) (†) (ROP-3) (3¢d, 5¢S, 15¢w, $1.25) 65¢m, (72) (I) (AP, UP) (ROP-1) (J) (3¢, 5¢S, 20¢w) (11)	Beacon Pub. Co. M. M. Levand, Pres. Marcellus M. Murdock, Pub.	T. L. Givens (me) Victor Murdock John Reed (me-m) John B. Dose (me-e)	John Galloway Jack Copeland (sp) R. Webster (Su) Sam Keifner (ce-m) Don Cullimore (ce-e) Pete Lightner (sp-m) J. M. Armour (sp-e)	M. M. Levand J. Levand (cm) Clyde W. Speer (asst. to publisher) Frank Long (cm)	Chas. Claus Geo. Moore (n) Elliott Levand (cl) John Griffith (loc) R. B. Raisbeck (n) M. L. Carnes (cl)	W. E. Fulgroat D. Allen (j)
WINFIELD 9,398	Courier (e) 5,100	.04	.04	(R) (AP) (†) (J) (5¢, (63) 15¢w, 65¢m, $3)	W. G. Anderson, Pub.	W. G. Anderson	Miss Ruby Boory H. L. Hart (sp)		W. G. Anderson (n)	G. W. Seaman

KENTUCKY

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASHLAND 29,074 37,899 (ABC City)	Independent (e) 9,596x Sunday edition (S) 10,944x	.06 .07	... ...	(I) (AP UP) (†) (ROP-3) 5¢d, 7¢S, 20¢w, 80¢m, $2d, $3S) (87-3)	Ashland Pub. Co. B. F. Forgey, Pres.					
BOWLING GREEN 12,348	Park City News (e) 5,269 Sunday edition (S) 5,305 Times-Journal (e)	.04 .04 .018	.03 .03 ...	(D) (AP) (J) (5¢, 15¢w, 60¢m, $2.50) (122) (D) (INS) (J) (25)	News Pub. Co. C. M. Gaines, Pub. Times-Journal Pub. Co. H. H. Denhardt, Pres.	Alvis Temple Harry Towles (me) J. G. Denhardt	Chester Johnson Herbert Wallace (sp)	C. M. Gaines Alvia Temple (bm)	John K. Ditto J. Lindsay (n) Ruth Martin (cl) J. G. Denhardt	T. L. Oliver M. H. Jackson
CORBIN 8,036	Tribune (e) 4,109 Sunday Times (S) 4,166	.025 .025	.025 .025	(I) (AP) (†) (J) (3¢, 5¢S, 9¢, $2.) (69)	Corbin Times-Tribune, Inc. J. Springer Robinson, Pres.	John L. Crawford James O. Crawford	Robt. E. Cummins Marvin N. Gay (sp) Jas. O. Crawford (Su)	John L. Crawford (bm) Robt. E. Cummins (cm)	James O. Crawford Marvin N. Gay (cl)	Kenneth Mauney
COVINGTON 65,252	Kentucky Post (e)	.08	...	(I) (UP) (†) (3¢, 17¢w, $2) (111)	Post Pub. Co.	Carl A. Saunders Paul Wessling	Paul Wessling Chas. McGrath (sp) (Circulation included with Cincinnati Post)	Chas. H. Willenborg (bm) Geo. F. Greene (cm)	Chas. H. Willenborg John B. Green (cl)	
	Cincinnati Enquirer (m) .... Sunday edition (S)	.08 ...	... ...	(I) (AP, UP, INS) (†) (3¢, 10¢S) (11)		V. H. Logan	(Circulation included with Cincinnati Enquirer)		Stanley A. Ferger (ad dir) R.A. Cochran (ad mgr.)	
	Kentucky Times-Star (e)	...	...		Hulbert Taft	Pryor C. Tarvin	(Circulation included with Cincinnati Times-Star)	W. B. Going (bm) W. J. Schultz (cm)	F. J. Oexman (n)	
DANVILLE 6,729	Advocate (e) 2,716	.025	...	(I) (AP) (J) (5¢) (63)	Columbia Ptg. Co. Vernon Richardson, Pub.	Vernon Richardson	Robert Wisner	Vernon Richardson (bm) J. S. Van Winkle (cm)	H. A. Richardson	E. Vaught
	Messenger (e) 2,702	.025	.025	(D) (INS) (†) (J) (3¢, 10¢w) (87-3)	Daily Messenger, Inc. J. C. Alcock, Pres.-Pub.	J. Curtis Alcock W. C. Alcock	W. C. Alcock	J. C. Alcock Grant Jackson (cm)	H. D. Lemley	W. H. Arnold I. G. Jackson (j)
FRANKFORT 11,626	State Journal (m) 2,930 Sunday edition (S) 2,930	.03 .03	.032 .032	(I) (AP) (†) (J) (5¢, 12¢w, $2) (131)	State Journal Co. Maurice L. Galvin Vice-Pres.	Dulin Moss	Dulin Moss Maurice King (sp)	P. Galt Miller (bm) Robt. Yount (cm)	P. Galt Miller Robt. Yount (cl)	John Chambers
FULTON 3,502	Leader (e) 1,525	.018	...	(I) (AP) (J) (none)	Baptist Flag Pub. Co. J. H. Moore, Pres.	R. T. & J. H. Moore		R. T. & J. H. Moore		
GLASGOW 5,042	News (e) 2,450	.025	.02	(I) (J) (3¢) (3)	Edw. M. Strode, Pub.	Carolyn K. Strode	Paul W. Holman	E. M. Strode (bm)	E. M. Strode	Woods Reynolds
HARLAN 4,327	Enterprise (e) 3,716 Sunday edition (S) 3,716	.03 .03	... ...	(I) (AP) (†) (J) (5¢) (69)	Enterprise Pub. Co. J. Springer Robinson, Pres.	John L. Crawford	James Hamlin (sp)	Roy M. Busick (cm)	Kyle Whitehead	Miles Wright James Alverson (j)
HENDERSON 11,668	Gleaner (m) 2,949 Journal (e) 788 Combined daily (me) 3,737 Sunday edition (S) 3,965	... ... .04 .04	... ...	(D) (AP) (†) (J) (5¢, 20¢w-m, 15¢w-e; $3) (40)	Leigh Harris	Leigh Harris James Roberts (me)		Leigh Harris W. W. Smith (bm) E. C. Porter (cm)	W. W. Smith	J. D. Cleavinger
HOPKINSVILLE 10,746	Kentucky New Era (e) 4,592	.035	...	(D) (AP) (J) (†) (3-87)	New Era, Inc. A. W. Wood, Pres.-Pub.	D. H. Taylor	Joe Dorris	Thomas F. Wood T. F. Wood and A. W. Wood, Jr. (bm) Robert Moseley (cm)	A. W. Wood, Jr. Durwood Bryant (cl)	Frank Torian James Mabry
LEXINGTON 45,745	Herald (m) 18,876 Leader (e) 22,119 Combined daily (me) 40,995 Sunday Herald-Leader (S) 43,408	... ... .16 .16	... ...	(D) (R) (AP, UP, INS) (†) (5¢d, 17¢w m or e, 20¢w m or e & S, 75¢m m or e, 87¢m, m or e-S, $2) (65)	Lexington Herald-Leader John G. Stoll, owner-Pub.	Thos. Underwood (m) John G. Stoll (e) Herman Phelps (me-m) C. G. Dickerson (me-e)	E. M. Templin (ce-m). A. B. Guthrie, Jr (ce-e) Neville Dunn (sp-m) L. Shropshire (sp-e) Herman Phelps (Su)	Fred B. Wachs Thomas L. Adams (cm)	R. E. Scofield C. E. Everett (n)	A. W. Johnson

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LOUISVILLE 307,745	Courier-Journal (m) 109,361 Times (e) 121,854 Combined daily (me) 231,215 Sunday Courier-Journal (S) 184,128	... ... .40 .38	... ... .18 .17	(1) (AP, UP, NANA) (*S) (ROP-1) (†) (5¢, 10¢S; 15¢w-m, 15¢w-e; 20¢m-mS-eS: $2.50m $2.50e, $7S) (13)	Louisville Times Co. Barry Bingham, Pres.-Pub.	Herbert Agar (m) Tom Wallace (e) Neil Dalton (me-m) A. Y. Aronson (me-e)	Poucher Coleman (ce-m) T. S. Perkins (ce-e) Earl Ruby (sp-m) L. P. McNeely (sp-e) Cary Robertson (Su)	Mark F. Ethridge (gm) Lisle Baker, Jr. (treas.) Jasper E. Rison (cm)	H. M. McClaskey (adv-dir) J. Garrett Noonan (loc.) J. M. Wynn (n) O. S. Wespe (cl)	M. G. Martin (prod)
MADISONVILLE 6,908	Messenger (e) 4,128	.035	.025	(D) (AP) (†) (3¢, 15¢w, 50¢m, $1.25) (69)	Madisonville Pub. Co. Edgar Arnold, Pres.	Woodson Browning & Edgar Arnold	Albert Larmouth Hall Allen (sp)	Edgar Arnold (bm) Mary Royster (cm)	Hall Allen	Carl Harris
MAYFIELD 8,177	Messenger (e) 4,057	.03	...	(I) (AP) (J) (63)	Messenger Pub. Co. Frank O. Evens, Pub.	Alton Hamlet Roy C. Evens	Nathan Yates (sp)	Frank C. Evens Gus Albritton (cm)	Roy E. Evens	F. C. Evens
MAYSVILLE 6,557	Independent (m) 4,752 Public-Ledger (me) 3,485	.03 .025	... ...	(I) (AP) (J) (63) (R) (J) (2¢) (69)	Purdon & Schatzmann. Public Ledger	J. S. Porter, Sr. Mrs. M. P. Comer Wm. B. Mathews	J. S. Porter, Jr. (sp) M. D. Mathews W. B. Mathews (sp)	James Purdon Geo. Purdon (cm) Clarence Mathews	Geo. Purdon Wm. B. Mathews	Lew Schatzmann .....
MIDDLESBORO 10,350	News (e) 4,397	.03	.03	(I) (UP) (†) (J) (5¢, 15¢w, 65¢m, $2.) (82)	Citizen News Co. Joe H. Nixon, Pres.	C. H. Arundel	Mary Kilcoyne Julian Howard (sp)	C. H. Arundel Walter Early (cm)	John Thompson C. H. Arundel (n-cl)	C. H. Arundel
OWENSBORO 22,765 31,603 (ABC City)	Messenger (m) 11,009 Inquirer (e) 7,412 Combined daily (me) 18,421 Messenger-Inquirer (S) 18,879	... ... .08 .08	... ...	(D) (AP) (†) (3¢d, 5¢S, 15¢w, 65¢m, $2.50) (none)	Owensboro Pub. Co., Inc. Lawrence W. Hager, Pres.	Lawrence W. Hager Jas. M. Pendleton	John Potter L. D. Gasser (sp)	W. B. Hager Geo. M. Fuqua (bm) Jerome L. Conrey (cm)	Gordon A. Yancey G. M. Fuqua (n) Rex Hurt (cl)	M. R. Smith (e) Fred Reuter (m)
PADUCAH 33,541 47,794 (ABC City)	Sun-Democrat (e) 17,576 Sunday edition (S) 18,765	.09 .09	... ...	(D) (UP, AP) (†) (ROP-1) (5¢, 20¢w, 75¢m) (18)	Paducah Newspapers, Inc. W. P. Paxton, Pres. Edwin J. Paxton, Pub.	Edwin J. Paxton Joseph O. LaGore	Henry Ward Sam Livingston (sp)	Jos. L. Roth (bm) C. M. Givens (cm)	E. H. Mammen Robt. D. Brown (cl)	O. H. Rutenberg
RICHMOND 6,495	Register (e) 4,009	.035	...	(D) (AP) (†) (J) (5¢, 10¢w) (25)	Register Co Keen Johnson, Pres.	Jas. A. Miller, Jr. (me)	Ben A. Farmer (sp)	T. B. Challinor Willie Elam (cm)	T. B. Challinor	.....
WINCHESTER 8,233	Sun (e) 3,971	.03	...	(I-D) (AP) (†) (J) (3¢, 10¢w) (1)	Winchester Sun Co. George S. Tatman, Pres. James S. Tatman, Pub.	Wm. C. Caywood, Jr.	Lammie Reeves (sp)	James S. Tatman Evan B. Smith (cm)	Carroll Fisher, Jr.	Ollie B. Tolin Evan E. Smith (j)

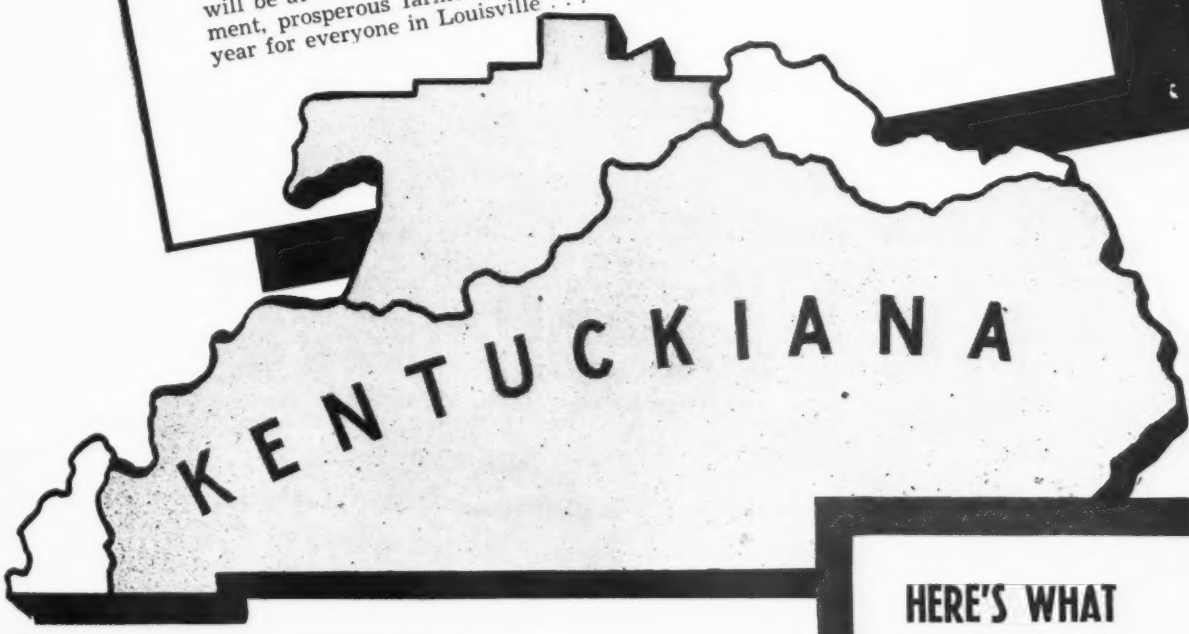
LOUISIANA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALEXANDRIA 23,025 36,000 (City Zone)	Town Talk (e) 10,367	.06	...	(D) (AP, NEA) (†) (J) (5¢, 15¢w, 65¢m) (15)	McCormick & Co., Inc. Mrs. M. H. Dellmon, Pres. Rollo C. Jarreau, Pub.	Rollo C. Jarreau	H. H. Mobley R. Brewer (sp)	Hunter Jarreau J. E. Richardson (cm)	Hunter Jarreau Miss V. Robinson (cl)	J. W. McCaa J. R. Senseney (j)
BATON ROUGE 30,729	Advocate (m) 5,263 State Times (e) 14,706 Combined daily (me) 19,969 Sunday edition (S) 7,991	... ... .09 .09	... ... .09 .09	(D) (AP, UP) (†) (ROP-3) (5¢, 15¢w, 65¢m) (15)	Capital City Press Chas. P. Manship, Pres.-Pub.	Charles P. Manship C. P. Liter	E. Gueymard (e) M. Dixon (m) W. I. Spencer (sp-m) Lamar Gresham (sp-e)	Charles P. Manship Chas. P. Manship, Jr. (bm) A. E. Sholar (cm)	H. S. Benjamin Chas. P. Manship, Jr. (n) Alvin Meyer (cl)	W. N. Cabell
CROWLEY 7,656	Signal (e) 2,290	.03	...	(I) (AP) (†) (5¢) (none)	Signal Pub. Co., Inc. Jas. H. Skewes, Pres. Orville E. Priestley, Pub.	Orville E. Priestley	.....	.....	L. O. Broussard	.....
HOUMA 8,539	Courier (e) *3,455	.035	.025	(I) (UP) (†) (J) (5¢, 10¢w, 40¢m) (40)	Courier Pub. Co., Inc. John B. Gordon, Pres.	Norman Hamner J. B. Gordon	F. E. Shepherd (sp)	J. B. Gordon Ivy Smith (cm)	W. W. Westbrook J. B. Gordon (n)	H. Blanchard M. Whatley (j)
							*(Note: New daily: Circulation shown for period March 31, 1939.)			
LAFAYETTE 14,635	Advertiser (e) 6,492	.04	.04	(I-D) (AP) (†) (J) (3¢, 15¢w, 65¢m, $1.50) (18)	Advertiser-Gazette, Inc. Morgan Murphy, Pres. Thos. M. Callahan, Pub.	Thomas M. Callahan Kermit Escudier	C. Gassie Raoul Guidry (sp)	Thos. M. Callahan Scranton Mouton (bm) Edward LeBlanc (cm)	Scranton A. Mouton Claire Frances (n) Florence Daigle (cl)	O. A. Fournet
LAKE CHARLES 15,791	American Press (e) 7,003	.05	...	(I-D) (AP) (J) (5¢) (63)	F. A. Smith, Pub.	.....	.....	F. A. Smith L. C. Martin (cm)	Mrs. E. M. Miller (n)	C. Ruckstuhl
MONROE 26,028 32,594 (ABC City)	World (m) 11,998 News-Star (e) 9,840 Combined daily (me) 21,838 World-News-Star (S) 20,495	... ... .10 .10	... ... .09 .05	(D) (AP) (†) (ROP-3) (J) (5¢,20¢w,75¢m,$1.25d, $2.50S) (13)	News-Star-World Pub. Corp. John D. Ewing, Pres. Wilson Ewing, Pub.	Wilson Ewing Geo. V. Lofton	.....	H. B. Murdoch (cm)	Jas. L. Ewing E. N. Mansberg (n)	E. B. Naylor Jack Boyer (j)
NEW ORLEANS 458,762 473,225 (ABC City)	Item (e) 63,264 Tribune (m) 22,932 Combined daily (me) 86,196 Item-Tribune (S) 62,233 Evening & Sunday (eS)	.17 .13 .22 .18 .25	... ...	(I-D) (AP, UP, (†) (*S) (Rop-2) (4¢c, 5¢m, 10¢S) (76-43)	Item Co., Ltd. James M. Thomson, Pres.-Pub.	Marshall Ballard Clarke Salmon	Chas. Campbell Fred Digby (sp) J. W. Dailey (Su)	J. W. Fans (bm) M. W. Morgan (cm)	L. R. Jalenak C. W. Hancock (n) J. M. Niehaus (cl)	E. Schmalz
	Times-Picayune (m) 115,985 States (e) 52,826 Combined daily (me) 168,811 Times-Picayune-States (S) 174,848 Morning & Sunday (mS) .... Evening & Sunday (eS)	.24 .16 .32 .33 .46 .41	... ...	(I-D) (AP, UP, CT, NYN) (†) (ROP-3) (J) 5¢m, 4¢e, 10¢S, 25¢w-m-S, 14¢w-e, 62¢m-e, $1.10m-m-S, $1.60m, $1.26e, $6.25S) (92)	Times-Picayune Pub. Co. L. K. Nicholson, Pres.	L. K. Nicholson (m) James E. Crown (e) Geo. W. Healy (me-m) Jas. E. Crown (me-e)	F. C. Allen (m) F. Edw. Hebert (e) Wm. McG. Keefe (sp-m) Harry Martines (sp-e) Warren Ogden (Su)	John F. Tims, Jr. (bm) D. W. Coleman (cm)	Aubrey F. Murray (m) N. R. Swayze (e) Roland Ladreyt (n) A. J. Combe (cl)	.....
OPELOUSAS 7,000	World (d-S) (new daily)	...	...	(UP)	World News Co., Inc. J. R. Thistlethwaite, Pres.-Pub.	Burton Grindstaff J. R. Fitzgibbon (me)	.....	J. R. Fitzgibbon (bm) John Prescott (cm)	Ducote Andrepont	.....
					(New paper appeared Dec. 24)					
RUSTON 4,400	Leader (e) 2,807	.03	...	(D) (J) (5¢, 15¢w, 50¢m) (63)	C. E. Faulk, Jr., Pub.	.....	.....	C. E. Faulk, Jr. (cm)	C. E. Faulk Jr.	C. E. Faulk, Jr. (j)
SHREVEPORT 82,162	Journal (e) 31,533	.08	...	(D) (AP) (†) (J) (ROP-3) (15)	Journal Pub. Co., Inc. D. Attaway, Pres.-Pub.	D. G. Frants	Waldo Moore Otis Harris (sp)	D. Attaway T. R. Grafton (bm) W. D. Green (cm)	J. H. Bosley, Jr. (loc.) H. T. Riddle (n)	S. B. Harper
	Times (m) 49,712 Sunday edition (S) 54,877	.11 .13	... ...	(I-D) (AP, UP) (†) (5¢d, 10¢S, 20¢w, 85¢m, $1.75d) (13)	Times Pub. Co., Ltd. John D. Ewing, Pres.-Pub.	John D. Ewing Chas. A. Hazen	Robt. K. Butcher Joe R. Carter (sp)	L. A. Mailhes R. B. Corn (cm)	O. L. Garrison Richard Hale (n) I. Weinstein (cl)	.....

(Continued on page 44)

Roger Babson says...

"Well-balanced, well-diversified Louisville can look ahead confidently to the next six months. . . . Practically all of Louisville's 500-odd factories will roar along at new post-depression peaks. . . . I look for a gain of roughly 10 per cent in the national farm income during 1940. The rich Bluegrass country is certain to get more than her share of this increase. . . . Gains in home building will be continued. Industrial construction will be at the best levels of the last ten years. . . . High factory employment, prosperous farmers, busy building artisans all add up to a good year for everyone in Louisville . . ."



YOU CAN tell your selling story in the homes of Kentuckiana's 627,000 buying families and reap the benefits of their three-quarter billion dollar spendable income by concentrating your advertising message in the media that blanket the market . .

The Courier-Journal

THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Owners and Operators of

WHAS

50,000 WATTS
820 KILOCYCLES
BASIC CBS OUTLET

HERE'S WHAT HAPPENED IN LOUISVILLE IN 1939

Bank Deposits up $21,000,000
Bank Clearings up $163,000,000
Industrial Power Consumption up 13,000,000 kwh
Gas Consumption up 89,000,000 cu. ft.
L. & N. Carloadings up 121,000 cars
Retail Sales up 6 per cent
Wholesale Sales up 15 per cent
Construction in city almost double
Distillery production up 4,000,000 gallons
Brewery production up nearly 2,000,000 gallons

In the Kentuckiana market there were sustained gains in virtually every line of business and every index points to the continuance of this prosperity during 1940.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MAINE

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AUGUSTA 17,198 19,873 (ABC City)	Kennebec Journal (m) 9,004	.065	...	(I) (AP) (†) (3¢, 18¢w, 70¢m, $2) (81)	Gannett Pub. Co., Inc. Guy P. Gannett, Pres.	Frank W. Manson R. G. Kendall (me)	Paul S. Plumer Richard G. Kendall (sp)	Fred R. Lord Horace Colburn (bm) Edward Byron (cm)	Lester M. Hart John A. Conant (cl)	O. Kimball J. F. Dacey (j)
BANGOR 28,749 36,208 (ABC City)	Commercial (e) 14,696	.05	.043	(I) (AP) (†) (3¢, 18¢w, 75¢m, $2.25) (51)	J. P. Bass Pub. Co. Jas. E. MacPherson, Pres.-Pub.	Frank L. Bass	B. Morton Havey J. R. McKernan (sp)	Neal W. Phillips Howard G. Stone (bm) Harold A. Cluff (cm)	Neal W. Phillips Miss W. Brown (cl)	H. G. Stone
	News (m) 27,774	.10	...	(I) (AP) (†) (5¢, 25¢w, $3.50) (114)	Bangor Pub. Co. Fred D. Jordan, Pres.-Pub.	L. T. Smyth J. M. O'Connell, Jr.	Jack Moran (sp)	F. D. Jordan F. L. Amos (bm) R. E. Kiah (cm)	Ray E. Taylor	
BATH 9,110	Times (e) 2,483	.02	...	(R) (AP) (J) (3¢) (81)	Times Co. F. B. Nichols, Pub.	H. C. Webber	A. K. Purington E. A. Stover (sp)	F. B. Nichols (bm)		
BIDDEFORD 17,633	Journal (e) 6,022	.06	.06	(I-R) (AP) (J) (3¢, 18¢w, 70¢m, $2) (81)	Journal Pub. Corp. James A. Cook, Pres.	R. F. Wormwood	T. J. Mahoney	Geo. W. Bridgman Leo Joncas (cm)	Leo Joncas	W. H. Harmon
LEWISTON 63,519	Sun (m) 22,106	...	...	(I)	Lewiston Daily Sun, Inc.	George W. Wood (m) Arthur G. Staples (e)	N. W. Benner (m) Vincent Belleau (e) C. E. Gove (sp-m) N. Thomas (sp-e)	L. B. Costello Frank S. Hoy (bm)	Gerald Higgins	R. H. Costello
	Journal (e) 12,298	...	...	(R) (AP) (3¢, 18¢w, $2) (81)						
	Combined daily (me) 34,404	.11	.07							
PORTLAND 70,810	Press-Herald (m) 40,508	...	...	(I-R) (AP, UP, INS) (†) (3¢d, 10¢S, 18¢w-d, 70¢m-d, 50¢m-S, $2.25d, $8S) (81)	Gannett Pub. Co., Inc. Guy P. Gannett, Pres.-Pub.	H. D. Oliphant (m) N. E. Gordon (me)	F. E. Cousins W. C. Cornish (sp) Hal Cram (Su)	Guy P. Gannett R. E. Gray (cm)	D. Raymond Davis G. A. Kilbride (cl)	R. Haskell
	Express (e) 26,624	...	...							
	Combined daily (me) 67,132	.17	...							
	Sunday Telegram (S) 53,909	.17	...							
	Evening & Sunday (eS)									
WATERVILLE 15,454	Sentinel (m) 9,712	.04	.04	(I) (AP) (†) (3¢, 18¢w, 75¢m, $2.25) (81)	Gannett Pub. Co. Guy P. Gannett, Pres.	Caleb A. Lewis	E. L. Letourneau H. E. Durrell (sp)	Caleb A. Lewis Howard N. Gray (bm)		C. R. Fitch

MARYLAND

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANNAPOLIS 12,531	Capital (e) 3,967	.025	.025	(D) (AP) (†) (J) (2¢, 12¢w, 50¢m, $1.25) (40)	Capital Gazette Press, Inc. Talbot T. Speer, Pres.-Pub.	David S. Jenkins	E. M. Jackson, Jr.	David S. Jenkins J. B. Moore (cm)	Robert Kucera, Jr. (ad-cl.) Helen L. Strange (asst. ad mgr)	M. DeConway
BALTIMORE 804,874 833,499 (ABC City)	News-Post (e) 192,299	.35	...	(I) (INS, AP) (†) (ROP-3) (3¢, 10¢S, 18¢w-e, $2.10) (12)	News-American Dept. Hearst Consolidated Pubs., Inc. Wm. R. Hearst, Pres. C. Dorsey Warfield, Pub.	W. M. Baskervill (me)	Andrew Banks Rodger H. Pippen (sp) A. L. Southwick (Su)	Nelson J. Quimper (bm) C. B. Julian (cm)	Walter B. Candler W. J. Dundon (n) Kenneth B. Jones (cl)	Nelson J. Quimper
	Sunday American (S) 194,492	.40	...							
	Sun (m) 148,004	...	...	(I-D) (AP, NANA, NYHT, NYT, MG) (*S) (†) 3¢m-e 10¢S; 12¢w-m, 12¢w-e; 30¢w-mes: $2.15 m, e. $7.50S) (134-96)	A. S. Abell Co. Paul Patterson, Pres.	John W. Owens (Ed. in chief) Hamilton Owens (m) Philip M. Wagner (e) Wm. E. Moore (me-m) Neil Swanson (me-e)	Wm. H. Y. Knighton (m) C. B. Earnest (e) J. A. Linthicum (sp-m) A. P. Menton (sp-e) Mark S. Watson (Su)	Wm. F. Schmick Geo. T. Bertsch (cm)	Walter K. Wall Chas. O. Reville (n) Carl W. H. Gans (cl)	Louis F. Fries
	Evening Sun (e) 150,634	...	...							
	Combined daily (me) 308,638	.50	...							
	Sunday edition (S) 191,878	.50	...							
CAMBRIDGE 8,744	Banner (e) 1,881	.02	...	(D) (AP) (†) (2¢) (40)	Webb & Webb P. Watson Webb, Pub.	P. Watson Webb	Virginia Webb	P. Watson Webb E. R. McNamara (cm)	P. Watson Webb	Dee Thomas
CUMBERLAND 37,747 40,378 (ABC City)	News (m) 7,139	...	...	(I-R)		William Geppert (me-m)	M. H. Williams (ce-m) M. F. Prendergast (sp-m)			
	Times (e) 16,596	...	...	(I-D) (AP, UP) (ROP-3) (3¢d, 18¢m-e, $2) (40)	Times & Alleganian Co. Jos. B. Finan, Pres. Jos. B. Finan Pub.	Jos. B. Finan (e) Jos. B. Finan (me-e)	Frank Lee Carl (e) E. Gunning (sp-e)	Jos. B. Finan Jas. A. Black (bm) J. K. Mooney (cm)	John R. Wilkerson Miss Emma Moody (n) Edw. Finan (cl)	Jos. K. Mooney
	Combined daily (me) 23,735	.12	...							
	Sunday Times (S) 16,583	.08	...							
FREDERICK 14,434	News (e) 5,532	...	...	(I) (AP) (†) (J) (2¢, 35¢m, $1) (none)	Great Southern Ptg. & Mfg. Co. Lewis E. Birely, Pres.	R. E. & W. T. Delaplaine	J. L. Sunday (m) A. T. Brust (e) Henry Decker (sp)	Wm. Brandenburg (cm)	Richard Walker James Kelly (n)	W. S. Bennett T. A. Whitmore (j)
	Post (m) 5,227	...	...							
	Combined daily (me) 10,759	.04	.03							
HAGERSTOWN 30,861	Herald (m) 4,436	...	...	(R)	Herald-Mail Co.	C. N. Baylor (m)	Frank Colley (sp)	S. E. Phillips Frank D. Woltz (cm)	J. S. Hade W. J. Santman (cl)	D. C. Snyder Mrs. G. Spalding (j)
	Mail (e) 8,570	...	...	(D) (AP) (†) (J) (3¢, 15¢w, $1.80) (18)	W. P. Lane, Jr., Pres. S. E. Phillips, Pub.	J. A. Hawken (e)				
	Combined daily (me) 13,006	.07	.043							
SALISBURY 10,997	Times (e) 4,662	.035	...	(D) (AP) (†) (J) (3¢) (40)	Salisbury Times Div. of Brush-Moore Newspapers, Inc. Louis H. Brush, Pres. Richard P. Curtiss, Pub.	Oscar L. Morris (me)		Richard P. Curtiss W. C. Rechkemmer (cm)	Edwin F. Hearne	Horace Truitt W. S. Dougherty (j)

MASSACHUSETTS

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AMESBURY 11,899	News (e) 2,500	.025	.02	(I) (J) (1¢, 6¢w, 25¢m, 50¢) (40)	Amesbury Pub. Co., Inc. Chester S. Coffin, Pres.	C. S. Coffin	R. Dallaire (sp)	Chester S. Coffin (bm)	C. S. Coffin	T. F. Coffin E. R. Coffin (j)
ATHOL 10,677	News (e) 2,496	.03	.022	(I) (AP) (†) (3¢, 15¢w, 65¢m, $2.15) (none)	Lincoln O'Brien Pub. Co., Inc. Lincoln O'Brien, Pres.-Pub.	Lincoln O'Brien Harold D. Beaman	Ralph Minard (sp)	Farley A. Manning (bm) Violet Hallquist (cm)	John J. Gaines, Jr. Farley A. Manning (n) Richard A. Goulding (cl)	Angelo Danti
ATTLEBORO 21,769	Sun (e) 6,343x	.055*	.025	(I-R) (AP) (†) (2¢, 14¢w) (81)	Sun Pub. Co. Chas. C. Cain, Jr., Pres.-Pub. (*Combination rate sold with Norwood Messenger)	Clarence Roberts	Frank Feeney Elden Berthold (sp)	Mabel Berthold (cm)	H. A. Millard John Stallard (cl)	A. A. Penney
BEVERLY 25,063	Times (e) 5,007	.035	...	(R) (INS) (†) (2¢) (none)	Times Pub. Corp. Laurence S. Hovey, Pres. Lewis S. Hovey, Pub.	Lewis R. Hovey Carleton B. Hovey	Clayton D. Crassey Ray Johnson (sp)	Lewis R. Hovey L. S. Hovey (bm) Paul Bauer (cm)	L. S. Hovey	E. Hutt
BOSTON 781,188 1,923,642 (ABC City)	American (e) 168,290	...	...	(I) (INS, AP) (†) (ROP-1d-3S) (2¢-3¢, 10¢S, 22¢w, $1.15-$2.10d, $6.75) ($8S)	N. E. Newspaper Pub. Co. Harold G. Kern, Pub.-Pres.	Walter Howey Jas. P. Murphy (me-m) Winfield Brooks (me-e)	John H. Noonan (ce) C. E. Holland (ce) J. E. Conway (sp) M. S. Bowman (Su)	E. J. Rhatigan (bm) Jack Stenbuck (cm)	Ernest T. Hoftyser R. J. Meyers (cl)	E. Muller
	Sunday Advertiser (S) 524,037	...	...							
	Record (m) 328,958	...	...							
	Combined daily (me) 497,248	...	...							
	Christian Science Monitor (daily) 117,476	.86	.28	(I) (AP) (*Sat.) (†) (ROP-1) (J) (5¢, $3) (21a)	Christian Science Pub. Society	Roland R. Harrison (admin. editor)	Walter S. Cunningham Geo. M. R. Holmes (sp)	A. Warren Norton Col. H. A. Johnson (cm)	Norman S. Rose M. Alvah Blanchard (ass't ad-mgr.)	H. T. Stanger (prod. mgr.)

(Continued on page 46)

Hit the Bull's-Eye OF MARKETS

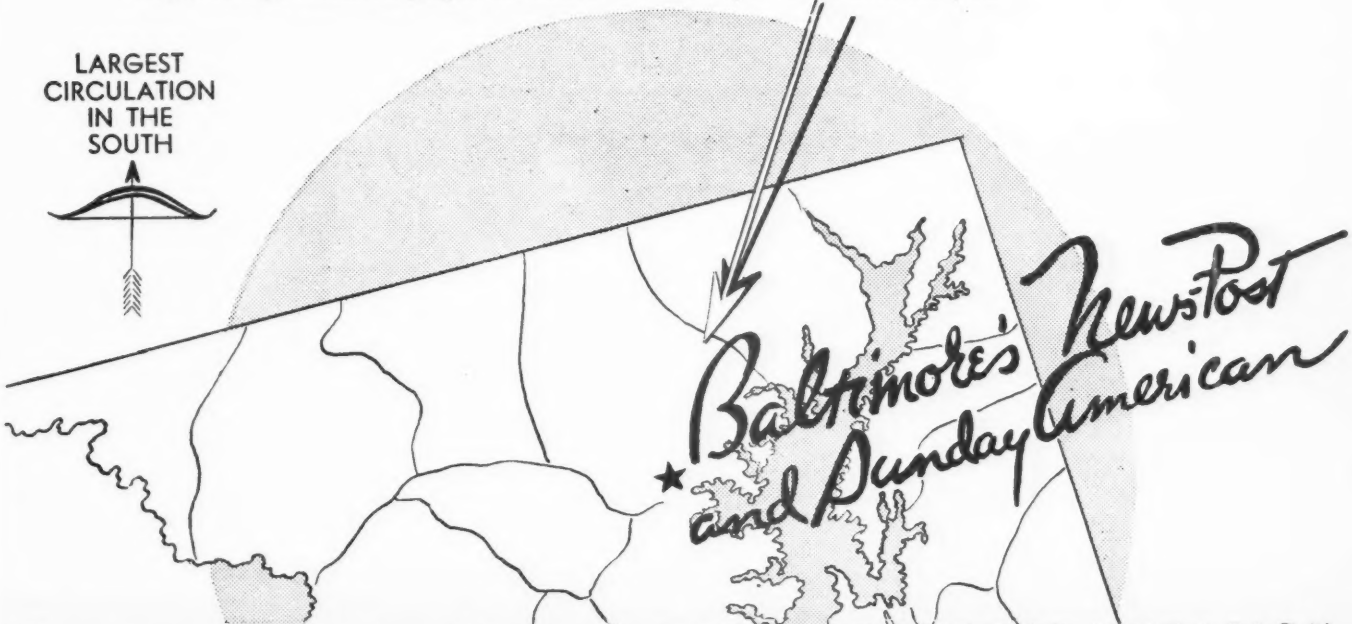
WITH your SALES STORY

You know from experience that you can't hit a target without taking careful aim. But before bending your energies on making a "Bull's-Eye," you want to be sure that the target is worthy of your time and effort.

That's why leading executives from all over the country are concentrating on Baltimore as the ideal "mass plus class" market for their products . . . the perfect target for advertising campaigns.

For business is booming in Baltimore, statistics show. Jobs are increasing . . . Payrolls enlarging . . . Buying power is being multiplied all over Maryland. This means that standards of living, already high, are on the upswing, and that money is available to maintain those standards.

Turn these alert, able-to-buy Baltimoreans into customers by making them the target of a consistent NEWS-POST-AMERICAN advertising campaign. Circulation figures show that this great metropolitan daily has been their favorite paper over a long period of years. Your advertising message within its pages will score a "Bull's-Eye" of profits for you.



Represented Nationally by RODNEY E. BOONE ORGANIZATION

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BOSTON (Cont'd)	Globe (m) 128,042 Globe (e) 153,481 Combined daily (me) 281,523 Sunday edition (S) 302,787	... ... .50 .60	... ...	(I) (AP, UP, NANA) (*S) (†) (ROP-1) (134-96)	Globe Newspaper Co. Wm. O. Taylor, Pres. Wm. Davis Taylor, Treas.	L. L. Winship (me)			John F. Reid (n)	
	Herald (m) 131,963 Traveler (e) 210,587 Combined daily (me) 342,550 Sunday Herald (S) 164,119	... ... .55 .45	... ...	(I) (AP, UP, NYT) (*S) (†) (ROP-1) (76-30)	Herald Traveler Corp. S. W. Winslow, Pres. E. W. Preston, Pub.	F. W. Buxton (m) H. F. Wheeler (me-e) R. B. Choate (me-m)	A. Fetridge (ce-m) F. B. Whitman (sp-m) A. Siegal (sp-e) W. A. Troy (Su)	E. W. Preston (bm) T. J. Moynahan (cm)	John Dempsey (loc) D. B. Rugeles, Jr. (n) E. M. Dempsey (cl)	
	News-Bureau (m)	.30	...	(I) (UP) (7¢)	Boston News Bureau, Inc. Herbert M. Cole, Pres.	Frank M. Simmons		A. J. C. Underhill (bm) Thomas F. Lyons (cm)	A. J. C. Underhill	James F. Lyons
	Post (m) 369,353 Sunday edition (S) 265,679	.60 .55	... ...	(I-D) (AP, UP, CT, NYHT) (†) (ROP-1) (J) (2¢) (67-9)	Post Pub. Co. Richard Grosier, Pub. W. F. Carley, Pres.	Richard Grosier Clifton B. Carberry	Edward J. Dunn Howard Reynolds (sp) C. E. L. Wingate (Su)	J. D. Hurley William H. Paul (bm) E. M. Enroth (cm)	Alfred H. Marchant M. J. Noonan (n) William Ford (cl)	H. J. Gallagher
	Transcript (e) 28,179 Saturday edition (Sat) 35,848	.25 .35	... ...	(I) (AP, CDN) (†) (5¢d, 10¢ Sat., 35¢w, $3.75d. cty, $4d. ctry, $7.50 Sat. cty, $8 Sat. ctry) (42)	Boston Transcript Inc. Richard N. Johnson, Pres.-Pub.	Alden Hoag (me)	H. R. Ratcliffe Geo. C. Carens (sp)	R. N. Johnson Stoodley Crosby (cm)	Wm. H. Pond W. C. Cornell (n) Alice Canfield (cl)	Wm. Nickerson
BROCKTON 63,797	Enterprise-Times (e) 31,648x	.10	.075	(I) (AP, UP) (†) (3¢, 15¢w, 60¢m, $1.75-$2.25) (51)	Enterprise Pub. Co. S. Heath Rich, Pres.	S. Heath Rich D. Murray Travis (news)	Robert E. Riordan James H. Burke (sp)	Charles L. Fuller A. B. Carleton (cm)	Wm. F. Hallisey	W. W. Adams
CHELSEA 45,816	Record (e) 3,612	.03	.02	(I) (†) (2¢) (none)	Chelsea Evening Record, Inc. Mrs. L. M. Robie, Pres.		Francis J. Dowd Geo. W. Slade (sp)	H. D. Hancock Philip H. Carroll (cm)	Edwin J. Carolan H. D. Hancock (n) Helen M. Henry (cl)	Benjamin Zaiger
CLINTON 12,817	Item (e) 2,773	.02	.02	(I) (INS) (J) (2¢, 12¢w, 50¢m, $1.40) (51)	W. J. Coulter Press. C. C. Coulter, Pres.-Pub.	Orra L. Stone C. H. Coulter	Orra L. Stone Patrick Joyce (sp)	C. C. Coulter	C. H. Coulter	C. C. Coulter (j)
EVERETT 48,242	News-Gazette (e)	.04	...	(I) (†) (2¢) (106)	Everett News Co.	Frank Dowd		G. E. Batten D. Stacey (cm)		
FALL RIVER 116,274	Herald News (e) 29,768	.11	.09	(I) (AP, UP, INS) (†) (ROP-1) (3¢, 18¢w, 75¢m, $2.40) (67)	Herald News Pub. Co. C. E. Sevigny, Pres. E. J. Delaney, Pub.	Edward J. Delaney	Thomas K. Brindley F. McGrath (sp)	C. E. Sevigny Geo. E. Sullivan (cm)	C. J. McCarty T. A. O'Donnell (n) Joseph H. Sullivan (cl)	
FITCHBURG 40,692	Sentinel (e) 11,150	.05	.032	(R) (AP) (†) (3¢) (81)	Sentinel Ptg. Co. George H. Godbeer, Pres.-Pub.	George H. Godbeer	Sumner G. Kean Henry O'Keefe (sp)	Frank C. Hoyt (bm) E. G. Wellington (cm)	Allan C. Inman Helena Murdoch (cl)	W. R. Rankin
FRAMINGHAM 22,210	News (e) 5,918	.035	...	(I) (INS) (†) (2¢, 14¢w, $1.40) (114)	News Pub. Co. of Framingham J. E. MacPherson, Pres.	Ralph F. Dewey	Raymond J. Callahan (ce-sp)	Alvers C. Benson Leo J. Sheltry (cm)	Alvers C. Benson A. L. Clark (cl)	
GARDNER 19,399	News (e) 4,614	.035	.022	(I) (AP) (†) (3¢, 18¢w, 75¢m, $2.30) (81)	The Gardner News, Inc. W. E. Hubbard Trust Germaine L. Hubbard Pres.	Joseph K. Colton	Joseph K. Colton T. F. Flynn (sp)	S. W. Rogers C. R. Carlson (cm)	S. W. Rogers	A. J. Lajoie
GLOUCESTER 24,204	Times (e) 7,271x	.035	.035	(I-R) (INS) (†) (2¢, 12¢w, 50¢m, $1.25) (114)	Gloucester Times Co. Wm. A. Procter, Pres.	John A. Radcliffe (me)	J. A. Radcliffe Roy Parsons (sp)	Edw. E. Hicken Wm. A. Procter (bm) Lester Brown (cm)	Lester Brown E. E. Hicken (n)	
GREENFIELD 15,500 25,583 (ABC City)	Recorder-Gazette (e) 7,669	.045	.043	(R) (AP) (†) (ROP-1) (3¢, 15¢w, 65¢m, $2.15) (51)	Recorder Pub. Corp. Howard C. Rice, Pres. H. Irving Jenks, Pub.	Paul S. Walcott	Geo. St. Cyr (sp)	H. Irving Jenks Delmar P. Magoon (cm)	C. Andrew Bartlett H. I. Jenks (n)	John McMahon
HAVERHILL 48,710	Gazette (e) 14,895	.07	.05	(I-R) (AP) (†) (3¢, 18¢w, 80¢m, $2.10) (42)	Gazette Co. Mrs. Sally B. Wright, Pres.	Wm. H. Heath	Joseph J. Moran Chas. I. Somer y (cp)	John T. Russ Wm. J. Page (bm) J. A. Fareta (cm)	F. B. Fuller Thornton E. Pike (cl)	A. D. Piggott
	Sunday Record (S) 10,210	.04	...	(R) (J) (10¢, $7.50) (none)	Record Pub. Co. Martin R. Hovey, Pres. Lewis R. Hovey, Pub.	Lewis R. Hovey	Ray L. Horsch	Martin R. Hovey Clayton Maynard (cm)	Thos. F. Monahan	M. R. Hovey
HOLYOKE 56,537	Transcript-Telegram (e) 18,856	.07	.065	(I-R) (UP) (†) (ROP-1) (2¢, 12¢w, 50¢m, $1) (81)	Holyoke Transcript-Telegram Mrs. William G. Dwight, Pres.-Pub.	Mrs. William G. Dwight William Dwight	Joseph C. Doyle William Keating (sp)	Arthur Ryan A. E. Stoeckel (cm)	Henry M. Healy Catherine McCann (n) Raymond O'Connell (cl)	J. Mahoney
HUDSON	Hudson Sun and Marlboro Enterprise sold only in combination. See Marlboro listing.									
HYANNIS 32,305	Cape Cod Standard-Times (e) 9,893	.04	...	(I) (AP, UP) (†) (2¢, 15¢w, 65¢m) (51)	E. Anthony & Sons, Inc. Geo. A. Riley, Pub.	Halford Houser (me)	Arthur Barriault	Wm. Cooper (cm)	N. J. Mahoney, Jr.	
LAWRENCE 85,068	Eagle (m) 4,234 Tribune (e) 25,421 Combined daily (me) 29,655 Sunday Sun (S) 6,643	... ... .10 .05	... ...	(I) (AP, UP, INS) (†) (J) (3¢m, 2¢e) (14-9) (R) (J) (51)	Hildreth & Rogers Co. A. H. Rogers, Pres.-Pub. Lawrence Publications, Inc.	George A. Mellen (me) Arnold W. Sullivan	Fred. A. Ladd (m) John A. O'Hearn (e) Wm. P. Peters (sp)	A. H. Rogers I. E. Rogers (bm) Frank Brailsford (cm) J. P. S. Mahoney, Jr. Catherine R. Carlon (bm)	J. P. S. Doherty G. A. Mellen (n) Edwin J. Watts (cl) Frank A. McPhee J. P. S. Mahoney, Jr. (n)	
LEOMINSTER 21,810	Enterprise (e) 4,421	.05	.02	(I) (AP) (†) (J) (2¢, 12¢w, 48¢m, $1.25) (81)	Leominster Enterprise Co. A. R. Griffin, Pres. Wm. James, Pub.	Clinton P. Rowe	C. P. Rowe	Wm. James	Malcolm B. Johnson	A. R. Griffin Wm. James (j)
LOWELL 100,234	Courier-Citizen (m) 8,949x Leader (e) 13,075x Combined daily (me) 22,024x Sun (e) 18,106x	... ... .09 .07	... ... .09 .07	(I) (D) (AP) (†) (3¢m, 2¢e, 18¢wm, 12¢we, 75¢mm, 50¢me, $2.40m, $1.50e) (14) (D) (AP, INS) (†) (2¢, 12¢w, 50¢m, $1.50) (81)	Courier-Citizen Newspaper Co. Philip S. Marden, Pres. Lowell Sun Co. Mrs. Mary H. Costello, Pres.	Philip S. Marden (ed-in-ch) Chas. E. Gallagher (me) Thomas F. Costello Thos. F. McSorley	P. A. Richardson (m) Willis Bean (e) Francis Sargent (sp-m) H.C. Glasheen (sp-e) Wm. S. Murray John Kenney (sp)	Wm. G. Spence A. E. Holdsworth (cm) Frank A. Lawlor Harold H. Sloan (cm)	Miles E. P. Dallison P. M. Lannan Frank A. Lawlor (n) Wm. Fleming (cl)	L. P. Goodrich Hiram Benedict
	Sunday Telegram (S) 14,780	.05	...	(I) (3-87)	Telegram Pub. Co. P. L. Pouzzner, Pres.-Pub.	John A. Lamberton	John A. Lamberton Geo. A. Gagan (sp)	B. L. Pouzzner	John K. Riordan	J. A. Cronin
LYNN 102,320	Item (e) 17,998	.07	...	(I) (AP) (†) (2¢) (81)	Hastings & Sons Pub. Co. Chas. H. Hastings, Pres.-Pub.	Harold D. Valpey (me)	Albert A. Pashby George Ahearne (sp)	C. M. Schofield (cm)		
	Telegram-News (e) 15,312 Sunday edition (S) 13,733	.05 .05	.045 .045	(I-D) (UP) (†) (2¢d, 5¢S, 12¢w, 60¢m, $1.25) (106)	Telegram, Inc. Eleanore W. Enwright, Pres. F. W. Enwright, Pub.	Edw. C. McAdams	Jacob Finkle Harvey Southward (sp) Edw. C. McAdams (Su)	F. W. Enwright F. Gluck (bm) Clifford A. Hush (cm)	Frederic Gluck	Jack Way
MALDEN 58,036	News (e) 9,924	.05	...	(R) (2¢) (39)	Frank A. Bayrd, Pub.			Harold H. Harding (bm)	Robert F. Murphy	

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MARLBORO 15,587	Enterprise (e) 4,701	...	...							
HUDSON 8,469	Sun (e) 1,953	...	...	(I-R) (UP) (†) (2¢, 12¢w, 48¢m) (81)	Enterprise Press, Inc. John E. Rise, Pres. Dustin S. Lucier, Pub.	Robt. H. Wilcox Dustin S. Lucier	Robert Wilcox Bernard Kane (sp)	Dustin S. Lucier Nellie M. Jones (bm) A. J. Boudreau (cm)	John H. Burke Helen Philbrick (cl)	J. Fahey
	Combined daily (me) 6,654	.04	.03							
MILFORD 14,741	News (e) 4,637	.03	.028	(I) (INS) (†) (3¢, 20¢w, 75¢m, $2.16) (81)	Daily News Co., Inc. G. M. Richardson, Pres.	G. M. Richardson	Wm. E. Pyne (sp)	Wm. F. Wright (bm) G. M. Richardson (cm)	William F. Wright	C. Tomaso
NEW BEDFORD 112,597 127,640 (ABC City)	Mercury (m) 6,254	...	...	(I) (AP, UP, INS) (*S) (†) (2¢m, 3¢e, 10¢S, 15¢w, 65¢m, $1.60m, $2.40e) (51)	E. Anthony & Sons Inc. Basil Brewer, Pub.	Chas. J. Lewin (ed-in-chief) Lincoln G. Sowle (me-m) Chas. E. Carll (me-e)	Geo. L. Geiger (ce-e) Philip Dudgeon (sp) William Clough (Su)	Basil Brewer Chas. L. Nicholson (bm) William Cooper (cm)	Max Kramer (ass't to Pub.) Thos. V. Brennan (n) Dan B. Gaylord (cl)	.....
	Standard-Times (e) 45,398	...	...							
	Combined daily (me) 51,652	.16	.121							
	Standard-Times (S) 26,489	.10	.085							
NEWBURYPORT 15,084	News (e) 5,152x	.03	.03	(I-R) (INS) (†) (J) (2¢, 12¢w, 50¢m, $1.25) (114)	News Pub. Co., Inc. Edw. E. Hicken, Pres.	G. A. Moody	G. A. Moody Edw. Mason (sp)	Edward A. Hicken C. N. A. Fontaine (cm)	A. W. Maynard E. E. Hicken (n)	N. D. Rodigrass Calvin Lawyer (j)
NORTH ADAMS 21,621	Transcript (e) 11,573	.055	...	(I-R) (AP) (†) (3¢) (81)	Transcript Pub. Ass'n. J. A. Hardman, Pub.	.....	P. J. Ryan S. N. Schouler (sp)	J. A. Hardman (bm) D. T. Williams (cm)	C. Gatslick (n) C. F. Miller (cl)	.....
NORTHAMPTON 24,851	Hampshire Gazette (e) 8,794	.045	...	(I-R) (AP) (†) (2¢, 12¢w, 50¢m, $1.17) (81)	H. S. Gere & Sons, Inc. H. W. DeRose, Pres.	Arthur Frederick H. W. DeRose	Brooks Emerson T. F. Flynn (sp)	H. W. DeRose C. N. DeRose (cm)	H. W. DeRose	T. F. Flynn
NORTH ATTLEBORO 10,197	Chronicle (e) 2,750	.02	.02	(R) (INS) (†) (J) (1¢, 50¢) (none)	North Attleboro Chronicle Co. Mauran I. Furbish, Pres. Jos. W. Martin, Jr., Pub.	Jos. W. Martin, Jr. Chas. F. Martin	Chas. F. Martin Raymond Slowey (sp)	Chas. F. Martin Geo. W. Kelley (bm) Wm. King (cm)	Geo. W. Kelley Rob't. Sherman (cl)	Chas. Earle R. Cassels (j)
NORWOOD 15,574	Messenger (e)	.055	.025	(I) (AP) (†) (2¢, 14¢w, $1.50) (81)	Norwood Messenger, Inc. Chas. C. Cain, Jr., Pres.-Pub.	Thos. Bresnahan	Warren Lonergan	J. Costello (cm)	Edward Burns J. Costello (cl)	Wm. F. Spear
	(*Messenger sold in combination with Attleboro Sun. Rate shown is combination rate)									
PITTSFIELD 49,677	Berkshire Evening Eagle (e) 20,610	.08	...	(I) (AP, UP) (†) (3¢d, 18¢w, 78¢m, $2.25) (none)	Eagle Pub. Co. K. B. Miller, Pres.-Pub.	L. K. Miller Geo. W. Edman	T. Giddings J. M. Flynn (sp)	Donald B. Miller Frank Munn (cm)	Wendell Budrow L. Warren Perkins (cl)	.....
QUINCY 71,983	Patriot-Ledger (e) 20,912	.08	.08	(I) (UP, INS) (†) (3¢, 18¢w, 75¢m, $2) (14)	G. W. Prescott Pub. Co. R. C. Low, Pres.	John Herbert (me)	Donald Vincent (sp)	Walter A. Schmits (bm) Arthur Matters (cm)	Harry Dublin G. P. Low (n) L. Spicer (cl)	Louis Glaser
SALEM 43,353	News (e) 20,161x	.08	.071	(I) (AP) (†) (2¢, 12¢w, 50¢m, $1.25) (81)	Salem News Pub. Co. O. E. Jackson, Pres.	.....	W. B. Porter H. A. Sullivan (sp)	Harry E. Flint	D. K. Keyser M. R. Hutchinson (cl)	W. S. Somes
SOUTHBRIDGE 14,264	News (e) 2,214	.035	.035	(I) (UP) (†) (J) (ROP-2) (3¢, 18¢w, $2.33) (none)	Southbridge Evening News, Inc. V. V. McNitt, Pres. Wm. C. Stewart, Pub.	V. V. McNitt Stephen Dermady (me)	.....	W. C. Stewart D. W. Donahue (cm)	Kenneth H. Miller Wm. C. Stewart (n) B. K. Sanders (cl)	William Powers
SPRINGFIELD 149,900	Republican (m) 14,575	...	...	(I) (INS) (UP) (†) (2¢) (128–26–107–10)	Republican Pub. Co.	Walso Cook (m) J. B. Callaghan (e) E. A. Field (me-m) George M. Doyle (me-e)	W. Graham (sp-e)	S. H. Bowles Joseph LaRose (bm-e) C. R. Mevrick (cm-m) Joseph LaRose (cm-e)	F. K. Watts (n) John A. Mannix (cl)	.....
	News (e) 44,189	...	...							
	Union (me) 76,291	...	...	(R) (AP) (†) (2¢) (128–26–107–10)	Union Pub. Co. H. B. Russell, Pres.	Henry B. Rossell Paul Craig	Wm. Hatch (m) A. B. Stocker (e) Victor Wall (sp-m) Leslie Stearns (sp-e)	S. H. Bowles Fred Mosley (bm) John Nolan (cm)	F. K. Watts (n) John A. Mannix (cl)	.....
	Four editions combined (me) 135,055	.28	...	(I) (AP) (US) (*S) (10¢) (128–26–107–10)						
	Union & Republican (S) 63,350	.19	...		Republican Pub. Co.	.....	Madeline Ball (su)	.....	.....	.....
TAUNTON 37,335	Gazette (e) 9,012x	.045	.03	(I-R (AP) (†) (3¢, 18¢w, 75¢m, $2.25) (81)	Wm. Reed & Sons Co. George H. Reed, Pres. W. H. Reed, Pub.	J. N. Lincoln W. H. Reed	Edwin E. Pierce Kenneth Black (sp)	W. H. Reed R. W. MacGlashing (cm)	G. Donald Guthrie W. H. Reed (n)	Wm. R. Reed
WAKEFIELD 16,318	Item (e) 3,372	.025	.025	(I) (J) (2¢, 15¢w, 60¢m, $1.25) (none)	Wakefield Item Co. Emma B. Dolbeare, Pres.	Cyrus M. Dolbeare Gardner E. Campbell	Allston Van Wagner S. O. Urquhart (sp)	Cyrus M. Dolbeare Gardner E. Campbell (bm)	Gardner E. Campbell A. M. Brown (cl)	R. B. Dolbeare P. W. Mortimer (j)
WALTHAM 39,247	News-Tribune (e) 8,950	.04	.029	(I-R) (AP, UP) (†) (J) (ROP-3) (2¢, 12¢w, 50¢m, $1.15) (81)	Waltham Pub. Co. Edwin A. Lowe, Pres. A. T. Skakle, Pub.	Edwin A. Lowe Ernest R. Lowe	Thomas Murphy (sp)	J. M. Kohler (bm) J. L. Connelly (cm)	J. L. Connelly	A. M. Kohler M. L. Vincent (j)
WOBURN 19,434	Times (e)	.025	...	(I) (INS) (J) (2¢) (81)	Woburn Daily Times, Inc. James D. Haggerty Pres.-Pub.	James D. Haggerty	James D. Haggerty J. D. Haggerty, Jr. (sp)	James D. Haggerty J. D. Haggerty, Jr. (cm)	J. D. Haggerty	J. D. Haggerty
WORCESTER 195,311	Telegram (m) 43,293	...	...	(R)	Telegram Pub. Co., Inc. H. G. Stoddard, Pres. George F. Booth, Pub.	Geo. F. Booth M. H. Williams (me)	Henry Ford (m) W. F. Holland (e) L. P. Mumpton (sp-m) E. W. Scannell (sp-e) George Foxhall (Su)	Howard M. Booth (bm) Edw. D. Dolhenty (cm)	H. H. Hoffman (adv.-dir) H. V. Manser (adv-mgr) Thos. J. Mills (n) Frank R. Twiss (cl)	R. M. Fitzgerald
	Gazette (e) 82,642	...	...	(I-R) (AP, UP, INS) (†) (ROP-1) (3¢d, 10¢S, 15¢wm, 18¢we, 75¢m-me, 50¢mS, $2.33 m-e, $8-S) (11)						
	Combined daily (me) 125,935	.31	...							
	Sunday Telegram (S) 65,629	.20	...							

MICHIGAN

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ADRIAN 13,064	Telegram (e) 10,567	.05	...	(I) (AP) (†) (3¢, 15¢w, 65¢m, $2.25) (1)	The Daily Telegram Stuart H. Perry, Pub.	Stuart H. Perry	H. Gay A. Purvis (sp)	E. William Kampe (bm) L. F. Mottice (cm)	E. William Kampe	.....
ALBION 8,324	Recorder (e) 2,508	.02	.02	(I) (UP) (†) (J) (3¢, 15¢w, 65¢m, $2) (110)	Recorder Press Co. J. C. Bedient, Pres.-Pub.	Mark Fall	Geo. Mather (sp)	J. C. Bedient Carl Sackett (bm)	Carl Sackett J. C. Bedient (n) Howard Mathison (cl)	P. J. Church
ALPENA 12,166	News (e) 5,509	.04	...	(I) (UP) (†) (3¢, 15¢w, 65¢m, $1.66⅔) (122)	News Pub. Co. Emmet Richards, Pres.-Pub.	Emmet Richards R. M. McCollum	F. M. Garvey J. L. Blakeley (sp)	Emmet Richards Bernard R. Lamp (bm)	Arthur J. Hanna Bernard R. Lamp (cl)	A. Kaminski
ANN ARBOR 26,944	News (e) 12,757x	.06	...	(I) (AP, UP) (†) (3¢, 15¢w, $2.) (71–73)	Booth Newspapers, Inc. George G. Booth, Pres. C. H. McKinley, Pub.	Arthur W. Stace	Ralph Byers Mill Marsh (sp)	C. H. McKinley C. G. Cooke (cm)	Geo. P. McCallum, Jr. Fred E. Ellis (cl)	L. J. Lockwood
BATTLE CREEK 43,573 53,807 (ABC City)	Enquirer-News (e) 16,605	.06	...	(I) (AP) (†) (ROP-2) (3¢d, 5¢S, 20¢w, $1.50d, $2.S) (1)	Enquirer-News Co. A. L. Miller, Pres.-Pub. R. B. Miller (Asst. Pub.)	A. L. Miller Hobart Chipman	Ralph Koons Rex Wallace (sp)	R. B. Miller (bm) Geo. Schmid (cm)	Roger Newcomer	Floyd Warner (comp)
	Sunday edition (S) 16,451	.06	...							
	Moon-Journal (e) 13,274	.06	...	(I) (UP) (†) (3¢, 5¢S) (42)	Moon-Journal Pub. Co. G. B. Dolliver, Pres.-Pub.	G. B. Dolliver	Walter L. Browne C. Laverne Robbins (sp) Walter L. Browne (Su)	G. B. Dolliver Neil S. Purdy (bm) J. C. Dolliver (cm)	Neil S. Purdy Kent Kanaga (cl)	R. Ochsenbein
	Sunday edition (S) 12,733	...	...							
BAY CITY 49,223	Times (e) 25,198	.09	...	(I) (AP, UP) (†) (3¢d, 5¢S, 18¢w, 78¢m) (71–73)	Booth Newspapers, Inc. George G. Booth, Pres.	Glenn MacDonald	Milton D. Hewes Paul Jablonski (sp)	Andrew J. Simpson Lester A. Florance (cm)	George H. Bishof Victor A. Meisel (n) Lloyd A. Stevens (cl)	.....
	Sunday edition (S) 25,034	.09	...							
BENTON HARBOR 15,434	News-Palladium (e) 12,519	*(See note) ...	...	(I-R) (AP) (†) (3¢) (114)	Palladium Pub. Co. S. R. Banyon, Pres.-Pub.	S. R. Banyon L. R. White	C. W. Bailey Norton Baser (sp)	S. R. Banyon R. M. Boothby (bm) R. W. Haynes (cm)	G. H. Baker Russell Boothby (n) J. K. Scherer (cl)	Geo. Culverhouse
	(*See note and rate in St. Joseph Herald-Press listing below.)									
ST. JOSEPH 8,349	Herald-Press (e) 5,337	...	...	(I) (AP) (†) (ROP-1) (3¢ 15¢w, 60¢m, $2)	Herald Press Co. R. V. Wynkoop, Pres.	R. V. Wynkoop	Nelson Foulkes Jerry Kuhn (sp)	Rex V. Wynkoop Ray W. Haynes (cm)	W. A. Kuschel R. M. Boothby (n) Chas. Rhodes (cl)	L. H. Wille
	Combined dailies (e) 17,856	.07	...							
	(Note—All advertising sold in combination with Benton Harbor News-Palladium copy appears in both papers on same day.)									

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BIG RAPIDS 4,671	Pioneer (e) 4,052	.03	.03	(I) (UP) (12¢w) (110)	Conine Pub. Co. A. C. Batdorff, Pres. Arthur E. Anderson, Pub.	Burdette Ashley Arthur E. Anderson	Burdette Ashley Chas. Hoffman (sp)	Arthur E. Anderson K. A. Binney (cm)	Russell Ketchum A. E. Anderson (n) K. A. Binney (cl)	Jay Griffin
CADILLAC 9,570 10,152 ('39 Est.)	News (e) 4,046	.03	.03	(I-R) (UP) (†) (J) (3¢, 12¢w, $2.) (110)	Cadillac Evening News T. O. Huckle, Pres.-Pub.	T. O. Huckle M. Van Valkenburgh	Mrs. J. Van Valkenburgh C. A. Paulson (sp)	T. O. Huckle Earl T. Huckle (bm) E. B. Benson (cm)	T. O. Huckle E. T. Huckle (n) E. Benson (cl)	La Verne Johnson Chris Garnett (j)
CALUMET 1,557	News-Journal (e) 3,205	*.065	...	(I) (AP) (†) (J) 5¢, 65¢m, $2.) (114)	Mining Gazette Co. W. G. Rice, Pub. J. W. Rice, Pres. (*Sold only in combination with the Houghton [Mich.] Mining Gazette)	C. J. Prideaux		William M. Lyon (bm)	William M. Lyon	
CHEBOYGAN 4,923	Tribune (e) 3,926	.03	...	(I) (UP) (†) (3¢) (110)	Conine Pub. Co. Geo. B. Dolliver, Pres.	M. M. Riggs	Gordon J. Turner	M. M. Riggs Grace E. Pringle (cm)	Geo. P. Gardner M. M. Riggs (n) Gertrude Shields (cl)	Oscar Carlson
COLDWATER 6,735	Reporter (e) 3,148	.025	...	(R) (UP) (†) (J) (3¢, 15¢w) (110)	Horace Kitchel Estate.	Ruth Kitchel Wakeman Roy Newberry	Seton C. Bovee	G. C. Burandt (cm)	Wm. J. H. Smith	L. C. Besley
DETROIT 1,568,662 1,770,746 (ABC City)	Free Press (m) 296,047 Sunday edition (S) 279,237	.55 .55	.235 .235	(I-R) (UP, AP, CT) (*S) (†) (ROP-1) (3¢) (134)	Detroit Free Press E. D. Stair, Pres.-Pub.	Carlton Shier Douglas Martin J. H. Dennison (night editor)	Andrew Bernhard C. E. Downing (sp)	W. B. Lowe (man-dir). W. H. Pettibone (gm) E. R. Hatton (cm)	C. W. Cosgrove Paul Mixter (n) W. S. Campbell (cl)	G. W. Cunningham
	News (e) 322,284 Sunday edition (S) 378,342	.60 .60	.338 .338	(I) (AP, UP) (*S) (†) (ROP-1) (3¢d, 10¢S, 18¢wd, $2.25d, $8.S) (71-73)	Evening News Assn. W. E. Scripps, Pres.	W. S. Gilmore Fred Gaertner	Arthur Hathaway H. G. Salsinger (sp) W. M. Park (Su)	H. Ponting D. R. Merrill (bm) J. C. Montgomery (cm)	W. H. Moore Brice McQuillin (n) Ralph Horton (cl)	S. Johansen
	Times (e) 295,387 Sunday edition (S) 397,183	.55 .55	.295 .295	(I) (INS) (†) (ROP-3) (3¢d, 10¢S, 28¢wd-S, $2.d, $8.S) (12)	Times Pub. Co. W. E. Anderman, Pres.-Pub.	John C. Manning (me). E. C. Lapping (asst. me)	J. MacLellan Leo Mardonnell (sp) C. Wagoner (Su)	W. H. Mills (bm) John W. Kenney (cm)	J. W. Fleck A. E. Ball (cl)	H. A. Robinson
DOWAGIAC 5,556	News (e) 2,327	.025	.02	(I) (UP) (†) (J) (3¢, 15¢w, 60¢m, $1.50) (110)	Dowagiac Daily News, Inc. R. D. Nugent, Pres.	H. H. Whiteley	W. F. McIlrath	Harry H. Whiteley Agnes Kneller (cm)	Fred McKenzie H. H. Whiteley (n) Agnes Kneller (cl)	T. Taylor A. L. Stickley (j)
ESCANABA 14,524	Press (m) 8,009 Sunday edition (S) 8,009	.05 .05	...	(R) (AP, UP) (†) (J) (5¢) 15¢w, $2.) (110)	Daily Press Co. John P. Norton, Pres.	John P. Norton Wm. J. Duchaine	L. A. Danielson Chas. Larson (sp)	John P. Norton F. J. Lindenthal (bm) Geo. Coan (cm)	G. W. Traverse W. H. Holreth (n) Ellen M. Johnson (cl)	W. H. Holreth C. E. Johnson (j)
FLINT 156,492	Journal (e) 54,096 Sunday edition (S) 53,676	.16 .16	...	(I) (AP, UP) (†) (3¢d, 5¢S, 18¢w, 78¢m, $2.d, $3.S) (71-73)	Booth Newspapers, Inc. George G. Booth, Pres.	M. A. Gorman	Ralph B. Curry Maurice Cossman (sp)	Earl R. Chapman (mgr) Robt. W. Taylor (cm)	Lester G. Karr R. T. Allan (n) G. F. Gillett (cl)	G. Crammond
GRAND HAVEN 8,345 10,135 (City Zone)	Tribune (e) 2,855	.025	...	(I) (AP) (†) (J) (3¢, 10¢w, $2.) (110)	Grand Haven Tribune	Almon W. McCall (me).	Abigail H. Bos Ray Fisher (sp)	E. J. McCall	J. Watson McCall Herman Schafsma (cl)	J. Siplon
GRAND RAPIDS 168,592	Herald (m) 43,323 Sunday edition (S) 35,523	.12 .12	...	(I) (AP, INS) (†) (ROP-3) (3¢, 20¢w, 80¢m, $1.25) (120)	Federated Publications, Inc. A. L. Miller, Pres.	Frank M. Sparks John F. Wurz	Ralph Hauenstein Heinie Martin (sp)	Louis A. Weil, Jr. (bm) E. H. Mapps (cm)	H. B. Burtt Wm. Harmeyer (cl)	F. J. Salmon
	Press (e) 94,469	.20	...	(I) (AP, UP, INS) (†) (3¢, 12¢w, 52¢m) (71-73)	Booth Newspapers, Inc. Geo. G. Booth, Pres.	Lee M. Woodruff	Bert Post Roscoe Bennett (sp)	Elmer J. Slemons Elmer Woltjer (cm)	H. S. Conlon L. F. Hodgins (n) H. G. MacMillan (cl)	
GREENVILLE 4,730	News (e) 2,251	.02	...	(I) (UP) (†) (J) (3¢, 12¢w, 50¢m) (110)	Independent Press, Inc. H. D. Lansing, Pres.	Dale K. Watts H. D. Lansing		H. D. Lansing	D. G. Smith	R. A. Crawford (j)
HILLSDALE 5,896	News (e) 4,893	.025	.021	(I) (AP) (†) (3¢, 15¢w) (40)	Hillsdale Herald Adelaide J. Burgess, Pres. Harvey J. Burgess, Pub.	Harvey J. Burgess Herbert F. Hale (News)	Herbert F. Hale Bob Brandon (sp)	Harvey J. Burgess Tom Brown (cm)	Howard L. Bush	A. Spencer
HOLLAND 14,346	Sentinel (e) 6,120	.06	.04	(I) (UP) (†) (ROP-2) (3¢, 12¢w, $2.) (110)	Sentinel Printing Co. C. A. French, Pres.-Pub.	C. A. French	Paul Wooden	C. A. French W. A. Butler (bm)	W. A. Butler	
HOUGHTON 33,757	Mining Gazette (m) 7,381 Sunday edition (S) 7,381	*.065 ...	...	(I) (AP) (†) (J) (5¢) (114)	Mining Gazette Co. John W. Rice, Pres. Wm. G. Rice, Pub. (*Sold only in combination with Calumet [Mich.] News-Journal)	Merwin W. Youngs	John B. Brown Geo. Bousu (sp)	M. J. Trethway (bm)	W. Washburn N. Pruner (n)	J. Rodda
IONIA 6,562	Sentinel-Standard (e) 3,175	.025	...	(I) (AP) (†) (J) (45¢m) (110)	Sentinel-Standard, Inc. Lucy V. Kidd, Pres. F. M. Kidd, Pub.	Fred M. Kidd				
IRON MOUNTAIN 11,652	News (e) 6,283	.05	...	(I) (AP) (5¢, 20¢w, 85¢m, $2.50) (110)	Iron Mountain Pub. Co Frank J. Russell, Pres.	Frank J. Russell T. J. Masterson	O. G. Willoughby (sp).	F. J. Russell Wm. F. Russell (bm) L. S. Staple (cm)	Jas. E. Patterson W. F. Russell (n) C. H. Kapeller (cl)	M. Antonino
IRONWOOD 14,299	Globe (e) 6,604	.04	.04	(I) (AP) (†) (5¢, 20¢w, $3.) (none)	Globe Pub. Co. Linwood I. Noyes, Pres.-Pub.	Linwood I. Noyes Edwin J. Johnson	James Rasmusen (sp)	Linwood I. Noyes F. G. Bappington (bm)	Fred G. Sappington Jennie Nyberg (n) Shirley Taylor (cl)	H. Lindbloom
JACKSON 55,187 65,187 (ABC City)	Citizen-Patriot (e) 28,097 Sunday edition (S) 26,229	.10 .10	.10 .10	(I) (AP, UP, INS) (†) (3¢d, 5¢S, 18¢w) (71-73)	Booth Newspapers, Inc. George G. Booth, Pres.	Carl M. Saunders C. A. Ihrkey (assoc-ed)	J. F. Fleming A. W. Cotton (sp)	Jos. E. Nell Geo. M. Cowden (cm)	S. L. Squier Geo. Dorance (n) R. W. Smalley (cl)	O. N. Hicks (press) A. M. Cumming (comp)
KALAMAZOO 54,786 60,000 (ABC City)	Gazette (e) 31,513x Sunday edition (S) 31,118x	.10 .10	...	(I) (AP, UP) (†) (3¢, 18¢w) (71-73)	Booth Newspapers, Inc. George G. Booth, Pres.	John K. Walsh	Lowell C. Plasterer Jerry Hagan (sp)	C. M. Greenway (mgr). Carl M. Austin (cm)	Leo E. Keene Earl W. Beach (cl)	C. L. Klose
LANSING 78,397	State Journal (e) 43,117x Sunday edition (S) 39,826x	.15 .15	...	(I-R) (AP, UP, INS) (†) (ROP-1) (3¢, 18¢w, 80¢m) (1)	Federated Publications, Inc. Paul A. Martin, Pub. Albert L. Miller, Pres.	Paul A. Martin K. C. Park (me)	Kenneth West Geo. Alderton (sp) Hayden Palmer (Su)	Paul A. Martin Harry A. Wooton (bm)	Jos. F. Folts Jos. S. Bateman (n) C. H. Woodruff (cl)	Rock O. Wales
LUDINGTON 8,898	News (e) 4,175	.04	.035	(I) (AP) (†) (3¢, 15¢w, 65¢m, $1.50) (63)	Daily News H. P. Furstenau, Pub.	Frederic Read	Louis Bockstanz Lee Kruska (sp)	H. P. Furstenau Alice Nelson (cm)	W. E. Rynerson Louise Meers (n) Alice Nelson (cl)	A. I. Cloud
MANISTEE 8,078	News Advocate (e) 3,592	.03	...	(I) (UP) (†) (3¢, 15¢w, 60¢m, $1.50) (110)	Conine Pub. Co G. B. Dolliver, Pres.	John Batdorff	W. Kuehl (news)	Mrs. Sylvia Hanson (cm)	B. H. Dillard Dorothy Kreifeldt (cl)	Wm. Schimke
MARQUETTE 14,789	Mining Journal (m) 8,710x	.05	...	(I) (AP) (†) (5¢) (110)	Mining Journal Co., Ltd. F. J. Russell, Sr., Pres.-Pub.	F. J. Russell, Sr. E. A. Moore	F. J. Russell, Jr. James Ward (sp)	Leo G. Brott (bm) F. E. Harkin (cm)	James L. Slattery W. K. Boyer (cl)	James Fitz Patrick
MARSHALL 5,016	Chronicle (e) 2,605x	.02	...	(I) (UP) (†) (110)	F. R. Moses, Pub.			Alma Caines (bm)	W. J. Foster	
MENOMINEE 10,32	Herald-Leader (e) 3,604	.035	.025	(I) (AP) (†) (J) (3¢, 15¢w, 65¢m, $1.50) (none)	Herald-Leader Co. Roger Andrews, Pres.-Pub.	Roger Andrews Jean Worth	Clinton Dunathan James Ripley (sp)	P. C. Munroe Alvie Phillips (cm)	John R. Christie Harold Pearson (cl)	K. T. Boylan
MIDLAND 8,038	News (e) 3,856	.035	.035	(I) (UP) (†) (3¢, 15¢w, $1.75) (110)	Rich Pub. House, Inc. Philip T. Rich, Pres.-Pub.	Philip T. Rich Claire Morrill	Norman Rumple John Steve (sp)	Philip T. Rich Gordon F. Phillips (bm) C. R. Vanest (cm)	Gordon F. Phillips Jean Warner (cl)	Gene Messersmith
MONROE 18,110	News (e) 8,205	.055	...	(I) (AP) (†) (3¢, 18¢w, (none)	Monroe Pub. Co. JS Gray, Pres.	JS Gray Karl Zeisler	C. E. Lorraine Harold Funk (sp)	JS Gray C. K. Wesley (bm) Alvin Kohler (cm)	C. K. Wesley James Salow (cl)	W. Lacure A. Lesow (j)

677,887
Inquiries from Free Press Women Readers in 1939

During the last eight years The Free Press has received more inquiries from its women readers than any other standard-size newspaper in America.

EACH year The Detroit Free Press "raises" an astonishing crop of reader-interest. Another word for it is "pull." Advertisers are interested in pull . . . very much so, for advertising's value hinges on it. During the last eight years, five million inquiries have been received from Free Press women readers (677,887 in 1939). Better than one every minute for ninety-six months. Could there be offered more sound proof of response? Along with this has come a greater circulation growth than any other Detroit newspaper . . . 57% increase within the last six years. 81% of the increase being in Detroit and its retail trading area. Re-examine carefully your Detroit newspaper data. You will want to include The Free Press on every sales-making schedule.

The Detroit Free Press

John B. Woodward, Inc., *Nat'l Representatives* — *Member Metropolitan Sunday Newspapers, Inc.*

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MOUNT CLEMENS... 13,497	Leader (e) 7,311	.05	...	(I) (AP, UP) (†) (3¢) (25)	S. N. Price, Pub.	S. N. Price		S. N. Price (bm) G. H. Griffith (cm)	Carl Blomeyer (n)	
MUSKEGON 41,390 58,344 (Grt. Muskegon)	Chronicle (e) 26,592	.09	.09	(I) (AP, UP) (†) (3¢, 15¢w, 60¢m, $1.75-$2.) (71-73)	Booth Newspapers, Inc. George G. Booth, Pres.	Archie E. McCrea C. D. McNamee	Paul A. Elliott Jas. F. Henderson (sp)	W. A. Bennetts J. A. Taylor (cm)	Thos. Vanderlaan W. A. Bennetts (n) A. S. Dephouse (cl)	Cleon Cottrell
NILES 11,326	Star (e) 3,443	.03	...	(I) (AP) (†) (3¢, 15¢w, 65¢m, $1.50) (110)	Star Pub. Co.	J. R. Scamehorn		J. R. Scamehorn	John Medo Geo. McMenamin (n)	C. Shirk
OWOSSO 14,496	Argus-Press (e) 8,612x	.05	.05	(I) (AP) (†) (ROP-1) (3¢, $2.) (114)	Argus-Press Co. J. E. Campbell, Pres.	J. E. Campbell (mc)	J. E. Dingwall R. O. Spence (sp)	J. E. Campbell A. G. Elliott (cm)	Geo. W. Campbell Harold C. Baker (cl)	C. J. Brewster
PETOSKEY 5,740	News (e) 2,851	.02	...	(I) (UP) (†) (J) (3¢) (110)	News Ptg. Co. A. M. Hinkley, Pres.	A. M. Hinkley		C. E. Garvin	D. H. Barnes (n)	G. L. Gulbrandson J. C. Barnes (j)
PONTIAC 64,928	Press (e) 31,345	.09	...	(I) (AP, UP, INS) (†) (ROP-3) (3¢, 15¢w, 65¢m, $2.) (none)	Pontiac Press Co. Howard H. Fitzgerald, Pres.	Harold A. Fitzgerald Conrad N. Church	Edward C. Hayhow H. Guy Moats (sp)	Harold A. Fitzgerald Earl M. Treadwell (cm)	Horace F. Brodie Russell Bassett (n) George Inman (cl)	L. Z. Monroe
PORT HURON 31,361	Times-Herald (e) 21,894 Sunday edition (S) 21,527	.09 .09	.09 .09	(I) (AP, UP, INS) (†) (ROP-2) (3¢d, 5¢S 20¢, 86¢m, $2) (122)	Times-Herald Co. W. W. Ottaway, Pres.	Louis A. Weil George M. Hunter	Edw. Snover Fred H. Vincent (sp) F. Granger Weil (Su)	W. W. Ottaway (bm) F. O. Rouse (cm)	M. J. Handley (loc) Nelson Armstrong (n) F. X. Gantert	Frank Mareng (comp)
ROYAL OAK 22,904	Tribune (e) 10,133	.05	...	(I) (UP) (†) (J) (3¢ 10¢w) (81)	Tribune Pub. Co. Floyd J. Miller, Pres.	Lynn S. Miller (me)	Frank Donghi (sp)	Floyd J. Miller Watson T. Brown (bm)	L. Paul Jacobs W. T. Brown (n)	Frank Foster
SAGINAW 80,715	News (e) 29,972 Sunday edition (S) 29,927	.10 .10	.10 .10	(I) (AP, UP, INS) (†) (3¢, 18¢w, 78¢m $1.71) (71-73)	Booth Newspapers, Inc. George G. Booth, Pres.	George D. Perry	Otto C. Pressprich Wm. W. Whateley (sp)	John A. McDonald Wm. J. Raubinger (cm)	H. T. Slaght John H. Krueger W. H. Severin (cl)	K. D. King
ST. JOSEPH	(Note—See Benton Harbor Palladium, advertising sold only in combinations with that newspaper.)									
SAULT STE. MARIE 13,755	News (e) 7,424	.04	...	(I-R) (AP) (†) (J) (3¢, 15¢w, $2) (none)	Sault News Ptg. Co. George A. Osborn, Pub.	George A. Osborn J. P. Chandler	John Zabelka Charles Payment (sp)	J. P. Chandler (bm) Mrs. Catherine Green (cm)	Chas. Zylstra J. Harris Burris (cl)	Otto Crawford R. Smith (j)
SOUTH HAVEN 4,804	Tribune (e) 2,505	.02	.02	(I) (UP) (†) (3¢, $1.50) (110)	South Haven Pub. Co. H. S. Pringle, Pres.-Pub.	H. S. Pringle	Robt. Innes	H. S. Pringle	H. J. Engle H. S. Pringle (n) Josephine Carter	
STURGIS 6,950	Journal (e) 5,311	.035	.035	(I) (UP) (†) (J) (3¢, 15¢w, 65¢m, $1.50) (110)	Mark P. Haines, Pub.	Mark P. Haines A. C. Sleight	Carl Ferner Robt. Collins (sp)	Mark P. Haines J. Fred Mayer (bm) L. B. Vaughan (cm)	J. Fred Mayer L. B. Vaughan (cl)	L. A. Good
THREE RIVERS 6,863	Commercial (e) 3,433	.025	.025	(I) (UP) (†) (J) (3¢ 15¢w, 60¢m, $1.66) (110)	Three Rivers Pub. Co. C. M. Shumaker, Pres. Wm. H. Shumaker, Pub.	Wm. H. Shumaker	H. L. Shook R. H. Van Horn (sp)		John H. Wagner W. H. Schumaker (n)	R. M. Shumaker R. H. Wittenberg (j)
TRAVERSE CITY 12,539	Record-Eagle (e) 5,414	.04	.03	(I) (UP) (†) (3¢, 15¢w, 65¢m, $1.50) (110)	Herald & Record Co. Austin C. Batdorff, Pres.	Austin C. Batdorff	Jay P. Smith W. E. Smith (sp)	Austin C. Batdorff Chas. Saunders (cm)	R. A. Batdorff L. Johnson (n)	W. Nelson
YPSILANTI 10,143	Press (e) 3,655	.035	...	(I) (AP, UP, INS) (†) (ROP-1) (3¢) (110)	Ypsilanti Press George C. Handy, Pres.-Pub.	E. M. Harrison		C. J. Hewens (bm)	C. J. Hewens	

MINNESOTA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBERT LEA 10,169	Tribune (e) 4,951	.045	...	(R) (AP) (†) (J) (5¢, 18¢w) (92a-122)	Albert Lea Pub. Co. S. O. Simonson, Pres. L. S. Whitcomb, Pub.	Burt May L. S. Whitcomb	Burt May W. R. Voigt (sp)	L. S. Whitcomb (bm) Harry Winters (cm)	Kenneth Palmer L. S. Whitcomb (n)	S. O. Simonson
AUSTIN 12,876	Herald (e) 6,408	.045	.04	(I-R) (AP) (†) (J) (5¢, 15¢w, 60¢m, $1.50) (122-92a)	Herald Pub. Co. H. E. Rasmussen, Pres.-Pub.	J. H. Skinner Clarence Burgeson	Jay G. Daane Thomas Koeck (sp)	H. E. Rasmussen Geraldine Rasmussen (bm) E. W. Roof (cm)	A. J. McGillivray F. C. Ullmer (n) Edmund Smith (cl)	Otto Bluhm L. R. Everson (j)
BEMIDJI 7,205	Pioneer (e) 2,515	.03	...	(R) (AP) (122)	Bemidji Pioneer Pub. Co. W. F. Marcum, Pres. H. Z. Mitchell, Pub.	H. Z. Mitchell J. D. Winter	Ed. Fortier (sp)	W. F. Marcum (bm) M. R. Mossefin (cm)	A. B. Fallon Dorothy Carson (cl)	W. F. Marcum
BRAINERD 10,221	Dispatch (e) 5,532	.05	...	(I) (UP) (†) (J) (5¢ 15¢w) (77-92a)	Dispatch Newspaper Co. W. J. McGiffin, Pres. W. D. Junkin, Pub.	Paul F. Jaeger	W. B. Stevens	H. F. McCollough (bm) G. H. Fisher	E. Dunham Ashby Cal. Nelson (cl)	Kyrle Pierson (j)
CROOKSTON 6,321	Times (e) 3,680	.03	.023	(I) (AP) (†) (J) (5¢ 15¢w, 50¢m, $2.50) (122-92a)	Times Ptg. Co. D. A. McKenzie, Pres.	D. A. McKenzie Walt Grinols	Walt Grinols, (sp)	O. W. Paquette (bm) Myrtle E. Taylor (cm)	Dan Myerchin	R. W. Kinshella
DULUTH 101,463	News-Tribune (m) 36,088 Herald (e) 30,845 Combined daily (me) 66,933 News-Tribune (S) 46,979	... ... .21 .17	... ... .18 .14	(I) (AP, UP) (*S) (†) (ROP-1) 5¢d, 10¢S, 25¢w-m, 20¢w-e, $3.- m-e, $8S) (108)	Northwest Publications, Inc. Joseph E. Ridder, Pres. Joseph H. Jordan, Pub.	W. T. Thompson V. E. Fairbanks	R. L. Sicard (ce-m) J. A. Stuart (ce-e) C. W. Campbell (sp)	J. H. Jordan C. E. Warren (cm)	E. R. Cluett P. J. Robinson (cl)	
FAIRMONT 5,521	Sentinel (e) 5,505	.04	.04	(I) (AP) (†) (J) (5¢, 12½¢w, 50¢m, $2.50) (14)	Sentinel Pub. Co. Arthur M. Nelson, Pres.-Pub.	C. N. Swanson & J. F. Cavers Arthur M. Nelson (me)	H. F. Frech Robt. Swanson (sp)	Arthur M. Nelson James F. Cavers (cm)	Uno A. Nelson H. R. Carmack (cl)	B. F. Bird
FARIBAULT 12,766	News (e) 5,895	.045	...	(I) (AP) (†) (ROP-1) (5¢, 15¢w, 65¢m) (14)	Daily News, Inc. Mrs. Howard Bratton, Pub.	C. J. Hunt	L. E. Swanberg Allen J. Wash, Jr.	C. J. Hunt W. H. Lee, Jr.	Jos. Friedheim R. Olinger (cl)	Wm. Pickett
FERGUS FALLS 9,370	Journal (e) 9,004x	.04	.04	(R) (AP) (†) (ROP-1) (5¢, 15¢w, 60¢m, $2.50) (122)	Fergus Journal Co. E. E. Adams, Pres. W. L. Robertson, Pub.	W. L. Robertson	C. A. Snowberg	R. J. Underwood (bm) F. H. Greenagel (cm)	Elmer O. Boen	O. A. Olsen
HIBBING 15,666	Tribune (e) 5,483	.05	.045	(R) (AP) (†) (J) (5¢, 15¢w, 65¢m, $2.50) (18)	Tribune Co., Inc. R. W. Hitchcock, Pres.-Pub.	Geo. M. Fisher	Geo. M. Fisher Bert E. Ackerson (sp)	James G. Early Wm. H. Kemp (cm)	Carl Lovdal I. R. Bedard (n) Mary Dougherty (cl)	F. W. Taylor A. Heitman (j)
INTERNATIONAL FALLS 5,036	Journal (e) 2,745	.03	.025	(I) (AP) (†) (J) (5¢, 35¢m, $1) (92a)	Minn. & Ontario Paper Co. R. H. M. Robinson, C. T. Jaffray, S. M. Archer } Trustees	Paul A. Anderson	Roland Burke	D. E. Chase Harold Berg (cm)	Fred Ritchie Truman Kolden (cl)	H. Berg
LITTLE FALLS 5,014	Transcript (e) 2,699	.03	.03	(R) (AP) (†) (J) (3¢, 50¢m, $1.50) (92a)	Transcript Pub. Co. Clara K. Fuller, Pres. Ed. M. LaFond, Pub.	Ed. M. LaFond	Guilbert W. Jarvis Harry Hite (sp)	Geo. L. Johnson Rose Gjesdahl (cm)	G. L. Johnson Rose Gjesdahl (cl)	G. T. Larson
MANKATO 14,038	Free Press (e) 11,890	.07	.04	(I) (AP) (†) (J) (5¢, 15¢w, 65¢m, $2) (14)	Free Press Co. J. A. Callahan, Pres.-Pub.	C. H. Russell	Wm. T. Harris Franklin Rogers (sp)	J. A. Callahan M. D. Fritz (bm) R. G. Rapp (cm)	Gene Callahan A. W. Bowe (cl)	Grant Anderson Elmer Glenn (j)

(Continued on page 52)

FIRST in Detroit

898,246 Lines GAIN

IN RETAIL ADVERTISING LINAGE IN 1939

A Greater Gain Than Any Other Detroit Newspaper

DURING 1939 the retail merchants of Detroit found it more profitable to place a greater portion of their increased advertising linage in THE DETROIT TIMES than any other Detroit newspaper.

These Detroit merchants, who sell YOUR product, who are YOUR retail outlets in America's fourth and livest market, found that The Detroit Times does the job easier, faster and more efficiently. Its circulation EFFECTIVELY reaches the most active buying power of the Detroit market and is solidly built upon a HOME DELIVERY structure of more than 170,000 families (A. B. C. recognized), the *greatest home delivery in the history of The Detroit Times.*

Take advantage of the 1939 experience of YOUR retail outlets in the Detroit market when planning YOUR 1940 advertising program. Help them, help yourself, by concentrating YOUR sales-fire in THE DETROIT TIMES, the preference of YOUR OWN retail outlets as expressed by their placement of their increased linage in 1939.

THE DETROIT TIMES

REPRESENTED NATIONALLY BY THE
RODNEY E. BOONE ORGANIZATION

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MARSHALL 3,250	Messenger (e) 2,987	.03	...	(I-R) (AP) (†) (J) (3¢, 12¢w, 40¢m) (92a)	News-Messenger, Inc. Wilbur Peterson, Pres.	Wilbur Peterson Ed. Bolton (news)	Jos. Pierard Ed. Bolton (sp)	R. D. Baldwin, Jr. (bm)	W. C. Peterson	R. D. Baldwin, Jr.
MINNEAPOLIS 464,356 488,687 (ABC City)	Star-Journal (e) *241,154 Sunday edition (S) *160,201	.45 .35	.23 .18	(I) (AP, UP, INS) (*S) (†) (ROP-3) (2¢d, 10¢S, $1.60 (96-28)	Minneapolis Star Co. John Cowles, Pres.- John Thompson, Pub. * Note—Circulation for period Aug. 1, 1939 to Sept. 30, 1939.	B. L. Walters David Silverman	Herbert A. Paul C. O. Johnson (sp) Manus McFadden, (Su)	Geo. W. Ronald (bm) W. D. Parsons (cm)	S. G. Howard Fred Clifford (cl)	H. L. Foster
	Tribune (m) *83,915 Times-Tribune (e) *113,204 Combined daily (m) *197,119 Sunday edition (S) *218,431	... ... .36 .40	... ... .32 .32	(I-R) (AP, INS, NANA) (*S) (†) (ROP-3) (3¢m, 2¢e. 10¢S, 45¢m. more, $1.10-$1.90 m. 85¢-$1.10c, $5,-$7,-S)(134)	Minnesota Tribune Co. F. E. Murphy, Pres.-Pub.	Thos. J. Dillon (ed-in-ch) Dowsley Clark (me-m) Geo. Adams (me-c)	Geo. Peterson (m) B. T. Campbell (e) George Barton (sp-m) Richard Cullum (sp-e)	G. B. Bickelhaupt C. A. Peterson (bm) F. Peek (circ. dir.) J. Seidl (cm)	L. R. Mohs J. Jerome (n) W. S. Block (cl)	J. E. Murphy
				*Note—Circulations for period of 1 month 16 days ending Sept. 30, 1939.						
MOORHEAD 7,651	News (e) 4,479	.035	...	(I) (UP) (J) (none)	Moorehead News Co. Wayne Peterson, Pres.	Wayne Peterson	Jim Acton Ed Aastman (sp)	A. H. Costain (cm)	M. T. Kempenich W. Peterson (n)	H. L. Jessee
NEW ULM 7,360	Journal (e) 3,805	.03	...	(I) (UP) (†) (J) (5¢) (14-92a)	Brown Co. Journal, Inc. W. K. Mickelson, Pres.-Pub.	Tom D. Conklin	G. Heibert	W. K. Mickelson R. E. Young (cm)	Arthur Fischer W. L. Hillinger (cl)	M. C. Chritton A. Herlick (j)
OWATONNA 7,654	People's Press (m) 3,901 Sunday edition (S) 3,901	.035 .035	.03 .03	(I) (AP) (†) (J) (5¢,15¢w, $3) (92a)	B. E. Darby & Sons, Inc. G. F. Darby, Pub.	B. E. Darby II George F. Darby	L. R. Ringhofer	Geo. F. Darby, and Harry B. Darby (gms) Geo. F. Darby (cm)	James C. Sweeney Geo. F. Darby (me)	H. B. Darby
RED WING 9,629	Eagle (e) 3,114	.03	...	(I-D) (AP) (J) (none)	Eagle Pub. Co., Inc. N. P. Olson, Pres	N. P. Olson A. H. Olson	E. W. Olson	N. P. Olson (bm)	A. H. Olson (n)	
	Republican (e) 3,827	.03	.03	(R) (UP) (†) (J) (3¢, 15¢w, 50¢m, $1.50) (122-92a)	Red Wing Ptg. Co. R. L. Grondahl, Pres.	H. V. Peterson	Don Bostrom (sp)	R. R. Albrecht S. A. Knudson (cm)	Leonard Ekberg (ad-cl) R. R. Albrecht (n)	S. A. Knudson
ROCHESTER 20,621	Post-Bulletin (e) 10,966	.065	...	(I) (AP) (†) (J) (5¢,15¢w, $1) (122-92a)	Post-Bulletin Co. G. S. Witherstine, Pres.	G. S. Whitherstine	Edward Branley Joe Kernan (sp)	Clare W. Blakely Geo. H. Rowe (cm)	C. H. McQuillan Wm. Lampman (n) H. O'Rourke (cl)	P. J. Theisen W. Mabin (j)
ST. CLOUD 21,000	Times-Journal (e) 8,836x	.06	.045	(I) (AP) (†) (ROP-1) (J) (3¢, 15¢w, 65¢m, $1) (122-92a)	Times Pub. Co. Fred Schilplin Pres.-Pub	Alvah Eastman Harold Schoelkopf	Carl Henneman R. Lofstrom (sp)	Fred Schilplin Clarence Belanger (cm)	Harold Gustafson	Cecil J. Boos Fred C. Schilplin (j)
ST. PAUL 281,606 293,965 (ABC City)	Dispatch (e) 109,049 Pioneer Press (me) 61,537 Combined daily (m) 190,586 Pioneer Press (S) 110,068	... ... .40 .30	.175 .155 ... .18	(I) (AP, UP) (*S) (†) (ROP-1) (J) (3¢d, 10¢S, 25¢w, $2 d, $8S) (108)	Northwest Publications, Inc. Joseph Ridder, Pres. Bernard H. Ritter, Pub.	Herbert Lefkowitz (ed-dir) James R. Wiggins (me)	Lucien Parlin (ce-e) T. G. Harrison (ce-m) Geo. Edmond (sp) A. H. Cook (Su)	W. F. Johns Herman Ridder (asst-gm) R. M. Parsons (cm)	Joseph Gooris R. B. Liggett (n) Tom Hougnon	C. J. Hentschell John Salmon (j)
SOUTH ST. PAUL 10,000	Reporter (e) 3,900	.03	...	(I) (UP) (†) (J) (87-3)	Reporter Co. W. M. Fisk, Pres.	W. M. Fisk	C. T. Burnley Henry Borts (sp)	W. M. Fisk M. E. Johnson (sec-tr) J. Walkhauser (cm)	C. T. Burnley M. E. Johnson (cl)	C. M. Stearns
STILLWATER 7,173	Gazette (e) 1,530	.021	...	(R) (UP) (†) (J) (5¢, 15¢w, 65¢m) (92a).	Easton-Masterman Co.	W. E. Easton Ned Easton	Stanley Cann	Ned Easton	Phil Easton	Carl Casanova Wm. McLaughlin (j)
VIRGINIA 11,963	Enterprise (e) 5,245	.04	.04	(I) (AP) (†) (3¢, 10¢w, $1) (122)	Enterprise Ptg. & Pub. Co. John D. Lamont, Pres	Burt D. Pearson	Francis L. Hancock E. Evald Bergman (sp)	Burt D. Pearson Jay O. Bergeson (bm)	R. J. McNiff Jay O. Bergeson (cl)	Wm. Lostrom
WILLMAR 6,173 7,000 ('38 Est.)	Tribune (e) 4,827	.04	.035	(I) (AP) (†) (J) (3¢, 60¢m, $1) (90-92a)	Tribune Ptg. Co. Victor E. Lawson, Pub.	Victor E. Lawson O. B. Augustson	H. A. Hengstler	Victor E. Lawson Emil Aspaas (cm)	Reuben Bengtson	G. H. Hillerman J. V. Lawson (j)
WINONA 20,852	Republican-Herald (e) 15,436	.07	...	(I) (AP) (†) (J) (3¢, 15¢w, 65¢m, $1.50) (92)	Republican-Herald	H. R. Wiecking E. T. Edwards	G. R. Closway Bob Shannon (sp)	M. H. White H. G. Hymes (cm)	L. S. Belville C. E. Linden (cl)	J. F. Bilder O. A. Olson (j)
WORTHINGTON 3,878 5,200 ('38 est.)	Daily Globe (e) 4,784	.04	.04	(I) (AP) (†) (J) (5¢,10¢w, $3) (92a)	V. M. Vance, Pub.	Paul C. Johnson	H. L. Refsell	V. M. Vance Tom Burns (cm)	C. P. Anderson	C. O. Leak A. Cory (j)

MISSISSIPPI

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BILOXI, 14,688 & GULFPORT, 12,522	Herald (e) 7,792	.045	...	(D) (AP) (†) (ROP-1) (5¢,15¢w, 65¢m, $1.25) (none)	W. G. Wilkes, Pres. W. G. & E. P. Wilkes, Pubs.	G. P. Money E. P. Wilkes	*Cosman Eisendrath **A. G. Osolnach Clinton Blackwell (sp) (Note: *City editor for Biloxi; **city editor for Gulfport.)	W. G. Wilkes (bm) C. H. Ross (cm)	C. B. Rodgers Harry Stone (n)	
CLARKSDALE 10,043	Register (e) 5,188	.035	.035	(I-D) (AP) (†) (J) (3¢, 15¢w, 65¢m, $3) (83)	Register Pub. Co. J. B. Snider, Pres.-Pub.	Dortch Campbell	Charles Hills	J. B. Snider Marle Conley (cm)	Blanton Dye Louise Serio (cl)	G. P. Birdsong
COLUMBUS 10,743	Commercial Dispatch (e) 5,210 Sunday edition (S) 5,210	.04 .04	...	(D) (AP) (†) (J) (5¢, 15¢w, 65¢m) (none)	Birney Imes	Birney Imes		T. C. Billups (cm)	H. I. Tate Birney Imes, Jr (n) Helen Gault (cl)	R. C. Butz
CORINTH 6,220	Corinthian (e) 2,124	.03	.025	(D) (AP) (5¢, 50¢m, $1) (40)	Klyce & Bishop	J. C. Bishop	C. B. McAbee	J. C. Bishop E. O. Klyce (cm)	J. C. Bishop	Roy B. Norvell
GREENVILLE 14,807 19,000 (1938 est.)	Delta Democrat-Times (e) 4,204 Sunday edition (S) 4,189	.035 .035	.03 .03	(I-D) (AP, UP) (†) (J) (5¢, 15¢w, 65¢m, $2.50) (83)	Delta Democrat Pub. Co. Hodding Carter, Pres.	Welles Lewis	Chas. S. Kerg	Donald Wetherbee (bm) John T. Gibson (cm)	R. Defenbaugh	Ted Lovell H. A. Hyde (j)
GREENWOOD 11,135	Commonwealth (e) 5,825	.035	.03	(D) (AP) (†) (J) (5¢, 15¢w, 65¢m, $1) (83)	Sumter Gillespie, Pub.	Littleton Upshur Sumter Gillespie	Littleton Upshur Bob Upsher (sp)	Sumter Gillespie Eva M. Wilkes (cm)	Viola Stainton Eva M. Wilkes (cl)	J. Beall
GRENADA 4,349	Star (e) 1,429	.025	...	(D) (UP) (J) (5¢) (83)	Grenada Sentinel, Inc. R. I. Lawrence, Pres. Frank Jones, Pub.	W. W. Whitaker	Elizabeth Eddleman H. Greenfield (sp)	W. W. Whitaker Frank Jones (bm) H. Greenfield (cm)	H. Greenfield	D. H. Horn H. Greenfield (j)
HATTIESBURG 18,601 28,500 (1938 est.)	American (e) 7,762	.04	...	(D) (AP) (†) (ROP-1) (5¢, 15¢w, 65¢m, $1.50) (72)	Hattiesburg American, Inc. F. S. Harmon, Pres.	C. G. Andrews Harmon	Wm. E. Barksdale Leonard Lowrey (sp)	Thos. St. John (bm) Clyde H. Praytor (cm)	Thos. St. John Clyde H. Praytor (cl)	T. L. Praytor
JACKSON 48,282	News (e) 31,223x Sunday edition (S) 32,260x Clarion-Ledger (m) 31,878x Sunday edition (S) 34,911x Combined daily (me) 63,114x Combined Sunday (S) 67,569x	... ... .22 .22	... ...	(D) (AP, UP, INS) (†) (5¢, 15¢w, 65¢m, $1.33⅓) (65)	Mississippi Publishers Corp. H. V. Watkins, Sr., Pres. T. M. Hederman, Pub-m	Frederick Sullens (e) Clyde Mathews (me-e) T. M. Hederman (m) Purser Hewitt (me-m)	Mendel Davis (ce-e) Earl Magee (sp-e) Purser Hewitt (sp-m)	W. G. Johnson (gm-c) Geo. McMurry (cm-e) R. M. Hederman, Jr. (gm-m) C. J. Copeland (cm-m)	Harry Elder (e) Roscoe Bailey (n-e) Mack Smythe (cl-e) T. M. Hederman, Jr. (n-m) F. G. Sykes (cl-m)	W. T. Anderson (e) Duke Thornton (m)
LAUREL 18,017	Leader-Call (e) 6,488x	.045	...	(D) (AP) (†) (5¢) (13)	Laurel Daily Leader, Inc. Jas. H. Skewes, Pres. Thos. M. Gibbons, Pub.	Harriet S. Gibbons E. E. Hoffman	John E. Beers	Thos. M. Gibbons (bm) L. C. Holt (cm)	W. C. DeHority C. C. Herring (n)	G. E. Cathcart

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
McCOMB	Enterprise										
10,057	(e)	4,912	.035	.025	(AP) (†) (J) (5¢, 45¢m) (40)	J. O. Emmerich	J. O. Emmerich	O. C. McDavid	Wren J. Holmes (cm)		C. E. Price
	Journal										
	(e)	5,492	.035	...	(D) (UP) (†) (J) (5¢, 10¢w, 45¢m) (63)	McCombs Daily Journal H. Rey Bonney, Pub.	H. Rey Bonney		H. Rey Bonney Mrs. H. R. Bonney (cm)	H. Rey Bonney	H. Rey Bonney (j)
MERIDIAN	Star										
32,604	(e)	16,612	.085	...	(I) (AP, UP, INS) (†) (ROP-3) (5¢, 15¢w, 65¢m) (13)	Meridian Star, Inc. Jas. H. Skewes, Pres.-Pub.	Jas. H. Skewes W. Louie Ellison	Carl Walters (sp)	Ethel Anderson (bm) James Rasco (cm)	Harry W. Rice John T. Airy (n) C. H. Phillips (cl)	H. G. Hodge
	Sunday edition										
	(S)	17,222	.085	...							
NATCHEZ	Democrat										
13,422	(m)	....	.03	...	(D) (AP) (†) (J) (5¢) (63)	J. W. Lambert	R. E. Smith		C. C. Goets		
	Sunday edition										
	(S)	....	.04	...							
TUPELO	News										
6,361 8,836 (ABC City)	(e)	1,933	.045	...	(I) (J) (5¢) (40)	Daily News Co. J. Fred Price, Pub.	J. Fred Price Sid R. Harris		J. Fred Price (bm) L. H. Price (cm)	Van Rayburn	
	Journal										
	(m)	6,524	.05	.04	(I) (UP) (†) (5¢, 10¢w, 45¢m) (72)	Journal Review Pub. Co., Inc. Geo. A. McLean, Pres.	George A. McLean Harry Rutherford	Roger Bryant (sp)	Norman H. Dement (bm) S. L. Buchanan (cm)	Norman H. Dement Mrs. Ada Carney (cl)	J. F. Boyd
VICKSBURG	Herald										
22,943	(m)	2,855	...	...	(D) (AP) (ROP-3) (†) (5¢, 15¢w, 65¢m) (83)	Vicksburg P. & P. Co. L. P. Cashman, Pres.		Jack Fairley	P. L. Barclift (bm) J. C. Campbell (cm)	C. H. Pullen L. P. Cashman, Jr. (n) D. L. Pledger (cl)	Frank Richardson
	Post-Herald										
	(S)	5,048	.06	...							
	Post										
	(e)	5,584	...	...		J. G. Cashman & Sons L. P. Cashman, Pub.	Geo. Shuff	E. A. Fitzgerald	L. P. Cashman (bm) J. C. Campbell (cm)	P. L. Barclift L. P. Cashman, Jr. (n) D. J. Pledger (cl)	Frank Richardson
	Combined daily										
	(me)	8,439	.06	...							
WEST POINT	Times-Leader										
4,677	(e)	3,864	.04	.03	(I) (AP) (†) (5¢, 15¢w) (83)	E. G. & B. L. Harris, Pubs.	Edgar G. Harris Sid Harris	Sid Harris	Edgar G. Harris B. L. Harris (bm) C. T. Baker (cm)	B. L. Harris Edgar G. Harris (n) C. T. Baker (cl)	C. L. Jobe

MISSOURI

City Population	Name of Newspaper, Circulation		Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
AURORA	Advertiser										
3,875	(e)	1,450	.014	...	(I) (J) (none)	W. B. Lowry					
BOONVILLE	News										
6,435	(e)	3,117	.04	.04	(R) (AP) (†) (J) (3¢,12¢w, 50¢m, $2) (85)	Boonville News Advertiser H. R. Winsor, Pres.-Pub.	J. R. Adams	Jack R. Deck	H. R. Winsor L. R. DeMille (cm)	Oliver T. Maxwell J. T. Morris (cl)	J. E. Ploger H. C. Rommelman
BROOKFIELD	Argus										
6,428	(e)	3,212	.03	...	(D) (UP) (85)	H. B. Green	H. B. Green		H. B. Green	G. B. Ridgway	
BUTLER	Democrat										
2,706	(e)	....	.011	.....	(D) (J) (2)	Henry H. Henry	Henry H. Henry				
CAMERON	News-Observer										
3,507	(e)	1,045	.014	...	(D) (†) (J) (3¢, 10¢w, 45¢m, $2.50) (none)	B. B. Witt, Pres.-Pub.	B. B. Witt	Mrs. Gordon Whitaker. Thos. B. Witt (sp)	B. B. Witt James Ruble (cm)	B. B. Witt	J. Marcum
CAPE GIRARDEAU	Southeast Missourian										
16,227	(e)	9,055	.05	.05	(I) (AP, UP) (†) (ROP-1) (5¢, $1.25) (131)	Naeter Bros. Pub. Co. Fred Naeter, Pres. Fred & George Naeter, Pubs.	Fred & George Naeter Juel Mosley		Alvin Macke (bm) Edwin Mammon (cm)	C. E. Jansen	H. Hohler
CARROLLTON	Democrat										
4,058	(e)	1,525	.018	...	(D) (AP) (J) (none)	Democrat Ptg. Co. W. R. Painter, Pres.	W. R. Painter	Earl Cheesman Wm. Moore (sp)	W. R. Painter		
CARTHAGE	Democrat										
9,736	(m)	1,575	.03	.03	(D) (UP) (†) (J) (5¢, 10¢w, 40¢m) (none)	Wm. A. Drake, Pres.-Pub.	B. P. Cameron	B. P. Cameron (ce-Su). Wm. Lawhead (sp)	J. T. Hanley R. Cruss (cm)	Chas. Smuck E. Cox (cl)	C. E. Thomas Lyle Corn (j)
	Sunday edition										
	(S)	1,575	.03	.03							
	Press										
	(e)	3,202	.035	.029	(I-R) (AP) (†) (J) (5¢, 15¢w, 50¢m, $2.50) (none)	Carthage Press Pub. Co. W. J. Sewall, Pres.-Pub.	W. J. Sewall	E. L. Dale Fletcher Cupp (sp)	W. J. Sewall H. L. Howe (bm) E. R. Johnson (cm)	H. L. Howe W. L. Schrants (n) W. Rice (cl)	Lawrence Ray
CHILLICOTHE	Constitution-Tribune										
8,177	(e)	4,872	.04	.035	(I) (AP) (†) (2¢, 15¢w, 65¢m) (85)	C. E. Watkins, Pub.	C. A. Spooner C. E. Watkins	Carl McIntyre	C. A. Spooner F. P. Bohn (bm) V. L. Page (cm)	F. P. Bohn Charles Edwards (cl)	D. O. Smith
CLINTON	Democrat										
5,744	(e)	811	.011	...	(D) (J) (2)	C. H. Whitaker & Sons	C. H. Whitaker				
COLUMBIA	Missourian										
14,962	(e)	3,010	.03	.03	(I) (UP) (†) (5¢, 15¢w, 65¢m) (none)	Missourian Pub. Assn. E. A. Soderstrom, Pub.	E. A. Soderstrom		E. A. Soderstrom Esra Entriken (cm)	E. A. Soderstrom M. Baumgartner (cl)	E. B. Swift
	Tribune										
	(e)	5,233	.04	.04	(D) (AP) (†) (3¢, 15¢w, 65¢m, $1) (85)	Tribune Pub. Co. H. J. Waters, Pres.	H. J. Waters	L. H. Edwards J. P. Hamel (sp)	M. D. Jett (bm) L. Francis Pike (cm)	J. A. Proctor, Jr. Berty Badgerow (cl)	R. L. Vickery
EXCELSIOR SPRINGS	Standard										
4,565	(e)	3,489	.035	.035	(D) (UP) (†) (J) (5¢, 15¢w) (77)	Standard Pub. Co. Wm. J. McGiffin, Pres. E. J. Lawrence and E. W. Sowers, Pubs.	E. W. Sowers	Floyd Swafford	E. J. Lawrence Mansel Martin (cm)	Wm. Evans E. J. Lawrence (n) Jack Moore (cl)	C. Satterlee
	Sunday edition										
	(S)	3,489	.035	.035							
FULTON	Sun-Gazette										
6,105	(e)	2,490	.03	.025	(D) (AP) (†) (J) (3¢, 13¢w) (none)	Sun Ptg. Co.	Geo. P. and V. A. Johnston George P. Johnston (me)	P. J. Pirmann C. C. Herring (sp)	Geo. P. Johnston Rosemae Langtry (cm)	V. A. Johnston Bette Sallee (cl)	V. C. Robertson B. E. Boren (j)
HANNIBAL	Courier-Post										
22,761	(e)	7,417	.05	.03	(I) (AP) (†) (5¢, 20¢w) (92)	Courier-Post Pub. Co. E. P. Adler, Pres. E. L. Sparks, Pub.	E. L. Sparks W. A. Cable (me)	J. G. Jeffries Ed. M. O'Neill (sp)	E. L. Sparks R D. Wolfe (cm)	C. R. Munson E. L. Sparks (n) E. L. Sparks, Jr. (cl)	E. L. Sparks
INDEPENDENCE	Examiner										
15,296	(e)	3,609	.035	.025	(I-D) (UP) (ROP-1) (3¢, 15¢w, 65¢m) (none)	Examiner Ptg. Co. Wm. Southern, Jr., Pres.	Wm. Southern, Jr.	J. A. Southern Harold Humphrey (sp)	F. W. Rucker G. R. Boyd (cm)	Raymond E. Blake F. W. Rucker (m) Beulah Boone (cl)	Ellis Wright
	News										
	(e)	....	.016	...	(I-R) (J) (none)	C. A. Carroll			C. A. Carroll G. W. Branden (cm)		
JEFFERSON CITY	Capital News										
21,596	(m)	6,331	.04	.04	(D)						
	Post-Tribune										
	(e)	6,491	04	.04	(R) (AP, UP) (†) (5¢, 15¢w, 65¢m) (none)	Tribune Ptg. Co R. C. Goshorn, Pres.-Pub.	J. Kelly Poole (m-e) L. R. Lutkewitte (e)	L. R. Lutkewitte (e-s) Jos. De George (m)	R. C. Goshorn R. L. Rose (bm) W. O. Tetrick (cm)	Edgar Richter R. L. Rose (n) Meta Johannaber (cl)	A. G. Baker
	Combined daily										
	(me)	12,822	.08	...							
	Capital News Post-Tribune										
	(S)	11,477	.08	.08	(I)						
JOPLIN	Globe										
33,454	(m)	25,097	...	...							
	News-Herald										
	(e)	14,426	...	...							
	Combined daily										
	(me)	39,523	.15	...	(I) (AP) (†) (3¢e, 5¢m-S, 20¢w, m-e-S, 85¢m, m-e-S) (65)	Joplin Globe Pub. Co Harrison C. Rogers, Pres.	Philip Coldren Ray S. Cochran	Steve Smith Porter Wittich (sp) Rex Newman (Su)	Cowgill Blair A. E. McMechan (bm) Harold J. Leggett (cm)	J. J. McClellan (n) Chas. A. Blair, Jr. (ad-Sup) E. D. Orton (cl)	J. C. Schulte
	Sunday Globe										
	(S)	31,506	...	...							
	Sunday & Evening										
	(Se)	....	.15	...							
KANSAS CITY	Journal										
399,746 602,046 (ABC City)	(e)	78,149	.25	.11	(D) (UP) (†) (ROP-1) (3¢d, 10¢S, 15¢w, 65¢m, $1.70d, $7S) (30)	Journal Post Co. Orville S. McPherson, Pres.-Pub.	J. C. Johnsen J. W. West	H. A. Grayson Parke Carroll (sp) Bruce Campbell (Su)	Russell H. Miles Clyde Denny and Harold Flaherty (bm)	Harvey Malott Margaret Hills (cl)	Gordon Elrod
	Sunday edition										
	(S)	72,188	.25	.11							
	Star										
	(e)	311,400	...	...	(I) (AP, NANA, CT) (*S) (†) (2¢d, 5¢S, 15¢w, 65¢m) (129)	Kansas City Star Co. George B. Longan, Pres.	Henry J. Haskell Roy A. Roberts	Wallace Casey Clyde E. McBride (sp) Edw. B. Garnett (Su)	George B. Longan E. McCollum (asst.-gm) Geo. W. Mansfield (cm)	John T. Barrons E. E. Robertson (n) R. G. Shryock (cl)	
	Times (morning edition of Star)										
	(m)	307,009	...	...							
	Combined daily										
	(me)	618,409	.60	...							
	Star										
	(S)	318,636	·45	...							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
KIRKSVILLE	Express & News									
8,293	(e) 4,694	.035	.025	(I) (UP) (†) (5¢, 20¢w, 60¢m) (none)	E. E. Swain	E. E. Swain	Dow Jones Howard Coons (sp)	E. E. Swain P. Nicolson (cm)	E. E. Swain, Jr. N. Rothschild (cl)	L. F. Shubert
	Sunday edition (S) 4,694	.035	.025							
LAMAR	Democrat									
2,381	(e)	.021	...	(I) (none)	Arthur Aull	Arthur Aull				
	Republican (e)	.025	...	(5¢) (69)	G. T. Heath, Pub.			R. H. Heath (bm)	G. T. Heath (n)	
LEBANON	News									
3,562	(e) 755	.025	.025	(I) (AP) (†) (J) (2¢, 10¢w, 45¢m) (none)	Lebanon Pub. Co., Inc. Fred W. May, Pres.-Pub.	Fred W. May	E. S. Mitchell, Jr. (sp)	Fred W. May Virginia B. May (bm) Alice Koby (cm)	Ed. S. Mitchell, Jr. Alice E. Koby (cl)	J. W. Nichols
LEXINGTON	Advertiser-News									
4,595	(e) 3,769	.03	.03	(I) (UP) (†) (J) (2¢, 10cw) (none)	News Pub. Co. H. E. Booth, Pres.	Fred C. Robins	A. M. Price Paul Frazier (sp)	H. E. Booth Rex Williams (cm)	B. M. Little M. E. Conners (cl)	L. I. Baker
MACON	Chronicle-Herald									
3,851	(e) 4,697	.035	.035	(I) (AP) (†) (J) (5¢, 15¢w, 50¢m) (none)	Chronicle Herald Pub. Co. Frank P. Briggs, Pres.			F. M. Sagaser (bm)		W. L. King A. Lunsford (j)
MARSHALL	Democrat-News									
6,103	(e) 3,330	.025	.025	(D) (AP) (†) (J) (5¢, 13¢w, 52¢m) (none)	R. N. Hains, Pub.	R. N. Hains R. K. Hains	William Galloway	R. K. Hains (bm) Ollie B. Downs (cm)	R. M. Dunn R. N. Hains (n) V. C. Turner (cl)	S. E. Sherwood J. E. Morris (j)
MARYVILLE	Forum									
5,217	(e) 4,247x	.04	.03	(I) (AP) (†) (J) (2¢, 12½¢w, $1.) (none)	Forum Pub. Co. O. S. Stauffer, Pres. M. W. Stauffer, Pub.	M. W. Stauffer Chester Krause	Wm. Garrett	M. W. Stauffer Helen Todd (cm)	Ben Weir	John Barrett E. Crockett (j)
MEXICO	Intelligencer									
8,390	(e) 1,837	.025	.018	(D) (AP) (†) (J) (5¢) (25)	Intelligencer Pub. Co., Inc. Raymond G. Holman, Pres.-Pub.		C. K. Kirton	Fred Gamble (cm)	Kenneth G. Paddock Mrs. K. G. Paddock (cl)	J. R. Hutcherson
	Sunday edition (S) 1,837	.025	.018							
	Ledger (e) 2,461	.025	.025	(I-D) (UP) (†) (J) (5¢, 12¢w, 50¢m) (85)	L. M. White	L. M. White	M. C. Cauthorn	Wm. Haas (bm) Gene Garrett (cm)		
MOBERLY	Monitor-Index									
13,772	(e) 5,859	.04	.04	(D) (AP) (†) (ROP-1) (J) (5¢)	Index Ptg. Co. James Todd, Pres.-Pub.	James Todd and W. T. VanCleve	C. T. Bradley Goetae Jeter (sp)	James Todd J. K. VanCleve (bm) G. P. Delaney (cm)	C. M. Keller Isabel Gollehon (n) Virginia Swetman (cl)	G. Leach Rex Keene (j)
MONETT	Times									
4,099	(e) 2,318	.025	...	(I) (AP) (†) (J) (2¢) (25)	Menzo Hainline	Menzo Hainline	Jack Pulliam Jack Bowen (sp)	Menzo Nainline	Gassey Galloway	R. Lindsey (j)
NEOSHO	Democrat									
4,455	(e) 840	.017	.017	(I) (†) (J) (2¢, 9¢w, 35¢m) (25)	Neosho Daily Democrat	Jas. G. Anderson	Jas. G. Anderson	Will G. Anderson	Will G. Anderson	C. L. Saylor W. G. Anderson (j)
NEVADA	Mail & Post									
7,448	(e) 2,360	.025	.025	(D) (AP) (J) (5¢, 10¢w, 45¢m) (none)	Southwest Mail Ptg. Co. W. L. Earp, Pres. Bean and Earp, Pubs.	J. H. Bean (me)	Larry Ferguson (sp)	J. H. Bean W. L. Earp (bm) C. C. Earp (cm)	H. D. Hart P. M. Bean (n)	I. Markabury C. E. Kunkel (j)
POPLAR BLUFF	American Republic									
7,551	(e) 6,350	.04	...	(I) (AP) (†) (none)	Poplar Bluff Ptg. Co J. H. Wolpers, Pres.	J. H. Wolpers	James Hendrickson Will W. Horton (sp)	J. H. Wolpers Rose M. Saracini (cm)	Richard Kanatzar Grace M. Wolpers (n)	E. C. Magruder Milo Dodson (j)
RICH HILL	Review									
2,118	(e) 528	.018	...	(D) (†) (J) (none)	R. M. Pemberton	R. M. Pemberton		R. M. Pemberton Mrs. R. M. Pemberton (cm)	R. M. Pemberton	E. Kenney
ST. CHARLES	Banner-News									
10,491	(e) 1,650	.02	.018	(D) (J) (2¢, 10¢w) (25)	Banner-News Co. H. C. Belding, Pres. H. C. Belding & R. M. Thomson, Pubs.	R. M. Thomson	H. C. Crabill			
	Cosmos-Monitor (e) 1,765	.02	...	(R) (†) (J) (69)	St. Charles Pub. Co. M. L. Comann, Pres.	M. L. Comann and E. L. Renno (eds) M. L. Comann (me)	Darby Tally	M. L. Comann B. M. Renno (bm)		A. C. Weeks
ST. JOSEPH	Gazette									
80,935 88,908 (ABC City)	(m) 26,206	...	...							
	News-Press (e) 42,050	...	...	(I) (AP, UP) (†) (2¢d, 5¢S, 25¢w, d & S. 12¢wm, 15¢w e&S or m&S, $1.25e, $1m, $3S, $1.25m&S) (67)	News Corp. C. M. Palmer, Pres. Henry D. Bradley, Pub.	A. V. Burrowes Dean Wilde (me-m) A. V. Burrowes (me-eS)	Dow Mooney (ce-m) M. Chilcote (ce-e) Arthur Hughes (sp-m) Gene Sullivan (sp-e)	S. R. Douglas (bm) Harold Hult (cm)	L. L. Reynolds J. B. Arnson, Jr. (cl)	R. Matheney
	Combined daily (me) 68,256	.18	...							
	News-Press (S) 42,796	.12	...							
ST. LOUIS	Globe-Democrat									
821,960 1,141,593 (ABC City)	(m) 227,532	.37	.225	(I) (AP, NANA, NYT) (*S) (†) (ROP-1) (75cm) (88-96-133)	Globe-Democrat Pub. Co. E. Lansing Ray, Pres.-Pub.	E. Lansing Ray J. J. McAuliffe	Francis P. Douglas Maurice O. Shevlin (sp) Walter H. Ames (Su)	E. Lansing Ray W. C. Houser (Treas. and bm) E. Lansing Ray, Jr. (Sec'y) Jas. F. Jae (cm)	D. B. Houser W. W. Condiet (n) Chas. W. Nax (cl)	E. Evers
	Sunday edition (S) 233,341	.37	.225							
	Post-Dispatch (e) 224,077	.38	...	(I) (AP) (*S) (†) (ROP-1) (3¢d, 10¢S) (116A-131)	Pulitzer Pub. Co. Joseph Pulitzer, Pub.	Ben Reese (me)		A. G. Lincoln (bm) G. E. Carvell (cm)	Geo. M. Burbach	
	Sunday edition (S) 274,490	.38	...							
	Star-Times (e) 152,418	.32	...	(I) (UP, INS) (†) (ROP-1) (3¢, 75¢m) (76)	Star-Times Pub. Co. Elzey Roberts, Pres.-Pub.	F. W. Taylor, Jr. (me)	Aaron Benesch Sid C. Keener (sp)	A. E. Kaye (bm) L. J. Hoffmann (cm)	Jas. B. Wilson (loc.) F. J. Prendergast (n) D. P. Keefe (cl)	L. J. Chase
SEDALIA	Capital									
20,806	(m) 3,487	...	...	(I-R)						
	Democrat (e) 5,373	...	...	(I-D) (AP) (†) (5¢; 15¢w, 55cm, $2.50) (none)	Sedalia Democrat Co. Geo. H. Trader, Pres.	Geo. H. Scruton, Jr.	Harry Wilson (ce-m) W. D. Agee (ce-e) D. Kelly Scruton (sp) Rosemary Burrowes (Su)	Geo. H. Trader Geo. H. Scruton, Jr. (bm) K. U. Love (cm)	Larry A. Brill Geo. H. Scruton, Jr. (n) Mary C. Redmond (cl)	Emmet Sullivan
	Combined daily (me) 8,860	.055	.055							
	Sunday combination (S) 8,900	.055	.055							
SPRINGFIELD	News									
57,527	(m) 19,776	...	...							
	Leader & Press (e) 28,957	...	...	(I) (AP, UP, INS) (†) (ROP-1) (3¢d, 5¢S, 15¢w, 25¢w, m-e-S, 65¢m, $1.10m, m-e-S) (13)	Springfield Newspapers, Inc. H. S. Jewell, Pres.	Edson K. Bixby George Olds	James Billings (ce-e) Barney Morris (ce-m) John Snow (sp) W. Brunkhorst (Su)	Edson K. Bixby T. W. Duvall (bm) E. E. Scott (cm)	Dan H. Wheeler Joseph Acuff (n) Robt. Tinkler (cl)	D. M. Orr
	Combined daily (me) 48,733	.16	...							
	News & Leader (S) 43,061	.16	...							
TRENTON	Republican-Times									
5,992	(e) 2,721	.03	.025	(R) (AP) (5¢, 10¢w, 45¢m) (25)	W. B. Rogers Ptg. Co. Carrie Rogers Clark, Pres.-Pub.	Carrie R. Clark	R. F. Packwood	Ray Van Meter	Ray Van Meter	
WARRENSBURG	Star-Journal									
5,146	(e) 2,173	.03	.03	(D) (UP) (†) (J) (2¢, 10¢w, 40¢m, $1.50) (none)	Star-Journal Pub. Co., Inc. Wallace Crosley, Pres.-Pub.	James Kirkpatrick Wallace Crosley		Roy Wilcox M. D. Wilcox (cm)	Willard Hanley	
WEBB CITY	Sentinel									
5,576	(e) 420	.02	.02	(R) (J) (2¢, 40¢m) (none)	Sentinel Ptg. Co. Hal M. Wise, Pub.	Hal M. Wise		Hal M. Wise, Jr. (bm)	Hal M. Wise (n)	J. W. Potter
WEST PLAINS	Quill									
3,355	(e) 1,256	.022	...	(I) (†) (J) (2¢, 20¢w, 50¢m) (none)	Williams Sisters	Cleora B. Williams (me)	Ella M. V. Williams J. K. Spear (sp)	Williams Sisters Fritze W. Dixon (bm)	Fritze W. Dixon	H. F. Fitzgerald Marvin Collins (j)

MONTANA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BILLINGS	Gazette									
16,390 30,250 (ABC City)	(m) 15,546	...	...							
	Gazette (e) 3,683	...	...	(I) (AP, UP) (†) (ROP-3) (J) (5¢, 20¢w, $2.50 ctry, $3 cty) (92)	Gazette Ptg. Co. Leon Shaw, Pres.	Guy Mooney Harold Seipp	Paul Malone (sp)	Leon Shaw E. C. Aitchison (cm)	F. W. Pierce C. Oehlerking (n) C. Lang (cl)	D. F. King (gen'l foreman) R. A. McMillan (j)
	Combined daily (me) 19,229	.09	.09							
	Sunday edition (S) 20,499	.09	.09							
BOZEMAN	Chronicle									
6,855	(m) 2,486	.04	.04	(I-D) (AP) (†) (J) (5¢, 85¢m, $2.50) (14)	Chronicle Pub. Co. James P. Bole, Pres.	Jas. P. Bole Judson W. Conger	Judson W. Conger	H. H. Howard Frank M. Grant (bm) T. Menard (cm)	L. A. Malone Frank M. Grant (n)	Cecil F. Badgler E. H. Schumacher (j)
	Sunday edition (S) 2,486	.04	.04							

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OR SUNDAY

POST-DISPATCH

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BUTTE 39,532 67,883 (ABC City)	Montana Standard (m) 16,423 Sunday edition (S) 25,466 Post (e) 10,374 Combined daily (me) 26,797 Evening & Sunday (eS)	... ... .14 .17	... ...	(I-D) (AP, UP) (†) (ROP-2) (J) (5¢, 23¢w, $1m, $2.50 (92) (I-R) (AP, UP) (†) (ROP-2) (5¢, 18¢w, $2.50) (92)	Standard Pub. Co. E. G. Leipheimer, Pres. Post Pub. Co. J. H. Dickey, Jr., Pres.	E. G. Leipheimer G. W. McVey G. W. Moon	W. L. Nelson Jean Jordan (sp) James Doull Frank Quinn (sp)	J. L. Markham F. A. Launsbach (cm) J. H. Dickey, Jr. H. V. Tower (cm)		
GREAT FALLS 28,822	Tribune (m) 17,288 Leader (e) 3,947 Combined daily (me) 21,235 Tribune (S) 20,438	... ... .10 .10	... ...	(D) (R) (AP,UP) (†)(ROP-3) (J)(5¢, 6¢¢me, 90¢mm, $2.50) (106)	Tribune, Inc. W. S. Bole, Pres. O. S. Warden, Pub.	O. S. Warden R. D. Warden (me)	L. S. Sinnif Wm. Zadick (sp)	A. Warden (bm) Don Hoffman (cm)	Norman Monsos Alexander Warden (n) Gordon Williams (cl)	F. Tebeau W. L. Taylor (j)
HAVRE 6,372	News (m) 3,257 Sunday Journal (S) 3,257	.035 .035	.032 .032	(R) (UP) (†) (J) (5¢, 50¢m) (131)	United Publishers, Inc. John Survant, Pres. John F. M. Travis, Pub.	J. R. Larcombe	Harold Stearns	John F. M. Travis M. Quillan (cm)	Lloyd Clark John F. M. Travis (n)	W. N. Cole Lee Ford (j)
HELENA 11,803	Independent (m) 4,349 Sunday edition (S) 4,349 Record-Herald (e) 4,431 Combined daily (me)	... .07 ... ... .07	... ...	(I) (AP) (J) (5¢, 90¢m, $2.50) (72)	Independent Pub. Co. Law Risken, Pres.	Law Risken. L. M. Thayer	Del Leeson Al. Gaskill (sp)	T. B. Brown (bm) B. R. Jones (cm)	Paul T. Morgan	H. A. Denny G. K. Mccaulay (j)
				(R) (AP) (†) (72)	Mont. Record Pub. Co. Taylor B. Weir, Pres.	C. L. Young	R. E. Miller Colin Raff (sp)	C. A. McLaughlin (bm) Leo LaReau (cm)	P. C. LaReau	W. F. Blagg
							*Note:	Sold only in combination with Morning Independent.		
KALISPELL 6,094	Inter Lake (e) 2,507	.025	...	(I-R) (AP) (none)	Inter Lake Ptg. Co. L. D. Spafford, Pres.	L. D. Spafford C. R. Hussman	C. R. Hussman Arthur Sward (sp)	L. D. Spafford		
LEWISTOWN 5,358	Democrat-News (m) 6,752 Telegram (e) 3,743 Combined daily (me) 10,495 Democrat-News (S) 6,752	... ... .06 .06	... ... .06 .06	(I-D) (AP) (†) (J) (5¢, 80¢m, $2.50) (61-103)	Democrat-News Co., Inc. Tom Stout, Pres. Harry E. Lay, Pub.	Tom Stout J. W. Hanley	Earl Welser Kenneth Ingraham (sp) J. W. Hanley (Su)	Harry E. Lay Casper Larson (cm)	Earl F. McGinnis Andrew Kamp (cl)	Robt. Mackie L. C. Raw (j)
LIVINGSTON 6,391	Enterprise (m) 1,222 Sunday edition (S) 1,222	.03 .03	.03 .03	(I) (AP) (†) (J) (5¢, $2.50) (10-105)	Livingston Pub. Co. L. E. Flint, Pres.	L. E. Flint	L. E. Flint F. S. Powel (sp) L. E. Flint (Su)	L. E. Flint Evalyn Mjelde (cm)	F. S. Powell E. M. Mjelde (cl)	Robert Dick, Jr.
MILES CITY 7,175	Star (e) 3,774 Sunday edition (S) 5,620	.04 .05	.036 .043	(R)(AP) (†)(ROP-1)(J) (5¢, 75¢m, $2.50) (104)	Star Ptg. Co. Sarah M. Scanlan, Pres. W. F. Flinn, Pub.	L. F. Grill	L. L. Vannell (sp)	W. F. Flinn H. A. Beardsley (cm)	H. R. Kester	E. L. Roberts
MISSOULA 14,657	Missoulian (m) 8,503 Sentinel (e) 4,269 Combined daily (me) 12,772 Missoulian (S) 11,692	... ... .08 .08	... ...	(I) (AP) (†) (J) (ROP-3) (5¢) (92)	Missoulian Pub. Co. Warren B. Davis, Pres.	F. T. Ferguson	Deane S. Jones (m) Ralph B. Swarts (e) Ray Rocene (sp)	C. A. Colby (bm) Wm. Hawke (cm)	R. E. Morrison J. E. Peters (cl)	J. S. Leach L. D. Delaney (j)
WHITEFISH 2,803	Pilot (e)	.02	...	(2¢) (103-61)	.....	G. M. Moss	.....	G. M. Moss	.....	.....

NEBRASKA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BEATRICE 10,297	Sun (e) 5,674 Sunday edition (S) 5,657	.05 .05	.035 .035	(I) (AP) (†) (3¢, 15¢w) (54)	E. M. Marvin, Pub	E. M. Marvin R. S. Marvin	R. R. Johnson (sp)	Hazel Sabin (bm)	C. J. Lash	
COLUMBUS 6,808	Telegram (e) 4,406	.035	.03	(D) (UP) (†) (J) (5¢, 15¢w, $2.50) (3-87-108a)	Telegram Co., Inc. Edgar Howard, Pres.	Edgar Howard Z. H. Loomis	Francis Dischner Paul Ernst (sp)	A. H. Backus	L. R. Hanson Ina M. Person (cl)	W. J. Gregorius
FALLS CITY 5,787	Journal (e) 3,537	.03	...	(I) (UP) (J) (2¢, 30¢m) (63)	Journal Pub. Co.	N. W. Todd Leo F. Nusbaum	James S. Ramsey			J. A. Long Leslie Dodds (j)
FREMONT 11,403	Tribune (e) 6,086	.05	...	(I) (UP) (†) (J) (ROP-1) (5¢, 15¢w, 65¢m, $3) (54)	Fremont Ptg. & Pub. Co. Dean S. Lesher, Pub.-Pres.	Dean S. Lesher Herb S. Putnam	Florence Swihart Chas. Arnot (sp)	Dean S. Lesher W. H. Chase (bm) C. L. Widman (cm)	C. V. Roberts W. H. Chase (n) E. Carmody (cl)	H. Pohlman
	Guide (m) 6,367	.04	...	(I) (AP) (†) (2¢) (104-115)	Morning Guide Pub. Co. Alfred G. Hill, Pres. Lester A. Walker, Pub.	Ralph Patridge	Morris Lipp James Moeckler (sp)	Lester A. Walker Lyle Gordon (cm-carrier) Larry Wentzel (cm-mail)	Bob Chappel Norris Ryder (n) Marian Davis (cl)	V. Ruppert
						(Statement 3 mos. ending Dec. 31)				
GRAND ISLAND 18,041	Independent (e) 13,344	.08	.07	(I) (AP, UP) (†) (ROP-1) (3¢, 15¢w, 65¢m, $1.50) (54)	Grand Island Independent Pub. Co. O. S. Stauffer, Pres.	Arch W. Jarrell	W. E. Buechler L. F. Roberts (sp)	G. A. Winters E. O. Peeler (cm)	R. D. Chamberlain Jim Reinecke (cl)	C. W. Riley
HASTINGS 15,490	Tribune (e) 10,069	.06	.05	(I) (AP, UP) (†) (ROP-2) (J) (3¢, 15¢w, $1.50) (63)	Seaton Publications Fred A. Seaton, Pub.	Fred A. Seaton J. Harold Hamil	J. Harold Hamil J. Harold Cowan (sp)	Fred A. Seaton W. R. McGonegle (cm)	R. F. Kennedy A. W. Conow (cl)	Ray Neff L. McKean (j)
	Spotlight (m) 5,178	.06	...	(R) (TR) (†) (J) (3¢) (69)	Democrat Ptg. Co. W. W. Maltman, Pres.-Pub.	W. W. Maltman Marvin Cruse	Marvin Cruse Paul Cross (sp)	W. M. Harvey A. M. Harvey (bm-cm)	H. T. Purcell	O. T. Flebbe
HOLDREDGE 3,263	Citizen (e) 3,287	.03	...	(3¢) (63)	Jim Hammond	.....	.....	.....	.....	.....
KEARNEY 8,575	Hub (e) 3,958	.04	.035	(I-R) (UP) (†) (3¢, 15¢w, $2) (104)	Kearney Hub Pub. Co. Ormond P. Hill, Pres.-Pub. Alfred G. Hill, Vice-Pres.	H. Dwight King	Lillian McEntee Howard Baxter (sp)	Ormond P. Hill Roy O. Dauble (cm)	Cal G. Owen Wm. A. Miller (n) Mary Miller (cl)	Ivan O'Daniell
	News (m) 3,752	.03	...	(2¢) (63)	Henry C. Kroger, Pub.	Henry C. Kroger	.....	.....	Esther S. Kroger	.....
LINCOLN 75,993 96,431 (ABC City)	Journal (m) 27,711 Journal (e) 15,086	... ...	... ...	(I-R) (AP, UP, NANA) (†) (ROP-1) (J) (5¢d, 10¢S, 55¢m, m-e, 90¢m, e-S, $1.25m, m-e-S) (92)	State Journal Ptg. Co. J. C. Seacrest, Pres.-Pub.	F. L. Williams	M. P. Clifford John Bently (sp) Ann Longman (Su)	Fred Seacrest (bm-cm)	Jos. W. Seacrest Walter W. White (n) Jay F. Seacrest (cl)	J. R. Duff
	Star (e) 23,310 Three editions combined (me) 66,107 Sunday Journal-Star (S) 47,575	... .23 .23	... ...	(I) (AP, UP, INS) (†) (5¢, 55¢m, $3) (92)	Star Ptg. Co. Frank Throop, Pub. State Journal Ptg. Co. J. C. Seacrest, Pub.	Jas. E. Lawrence	Larry Becker C. S. Sherman (sp) Ann Longman (Su)	Frank D. Throop O. E. Jerner (cm)	J. W. Seacrest (loc.) Walter W. White (n) Jay F. Seacrest (cl)	C. MacAhan
						(*Note: Advertising sold only in combination with Morning & Evening Journal.)				
McCOOK 6,688	Gazette (e) 4,765	.04	...	(I) (UP) (†) (J) (5¢) (63)	H. D. Strunk, Pub.	H. D. Strunk A. H. Wiebel	.....	A. H. Wiebel (ass mgr) Russell Ryne (cm)	Jack Oldham Wm. Lyons (cm)	A. Moers
NEBRASKA CITY 7,379	News-Press (m) 4,310 Sunday edition (S) 4,310	.035 .035	... ...	(I) (UP) (†) (J) (5¢, $2) (3-87)	Press Ptg. Co. J. H. Sweet, Pres.-Pub.	J. H. Sweet A. R. Sweet	Melvin Wilkens (sp)	J. H. Sweet Arthur R. Sweet (bm) Wm. H. Reuter (cm)	Marie J. Duncan Eugene Mosier (cl)	Henry Boerner (j)
NORFOLK 10,711	News (e) 6,418	.06	...	(I) (AP) (†) (J) (5¢, 15¢w, $2) (104)	Huse Pub. Co. Gene Huse, Pres.-Pub.	Gene Huse Sterling McCaw	Nelson Barth	Gene Huse F. C. Asmus (bm) B. Fontani (cm)	Wm. Reckert Gene Carrigan (cl)	H. V. Gillis

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NORTH PLATTE 12,061	Bulletin (m) *5,587	.035	...	(I) (UP) (†) (J) (3¢, $1.50) (104)	North Platte Pub. Co. Inc. Alfred G. Hill, Pres. Fred. W. Speers, Pub. (*ABC interim statement period ending Dec. 31)	Fred W. Speers	A. W. McCollough H. C. Chester (sp)	Fred W. Speers Roy C. Fisher (cm)	James Hull Merritt Lewis (n) Jack Moser (cl)	Carl E. Weber
	Telegraph (e) 5,518x	.04	.04	(I) (AP) (†) (ROP-1) (J) (5¢, 10¢w, 40¢m, $2) (54)	Daily Telegraph A. P. Kelly, Pub.	R. Getty A. P. Kelly	Walter Samuelson J. W. Kirkman (sp)	L. A. Kelly H. Belle (cm)	George Oyler James Kirkman (n) Alice Oyler (cl)	Ralph Davis F. Watkins (j)
OMAHA 214,006	World-Herald (m) 87,948	...	...	(I) (AP, UP, NANA, CT, CDN, INS, NYT, CNF) (*S) (†) (ROP-3) (3¢, 20¢w, e-S, 25¢w, m-S, 37¢w, m-e-S, $1.75d, $7S) (95)	World Pub. Co. H. Doorly, Pres.-Pub.	H. E. Newbranch Geo. Grimes	B. F. Sylvester Frederick Ware (sp) E. M. Landale (Su)	M. B. McNab (bm) D. W. Calvert (cm-ctry) C. M. Wandborg (cm-city)	Fred Rowden (loc) Walter G. Stecher (n) H. D. Keller (cl)	M. B .McNab
	World-Herald (e) 87,831	...	...							
	Combined daily (me) 175,779	.38	...							
	Sunday edition (S) 172,845	.38	...							
PLATTSMOUTH 3,793 5,000 ('38 est.)	Journal (e) 750	.015	.015	(I) (UP) (†) (J) (5¢, 15¢w, 65¢m) (none)	Mrs. R. A. Bates, Pub.	Mrs. Robert A. Bates	Frank H. Smith	Mrs. R. A. Bates (bm)		Elmer Webb Andy Robinson (j)
SCOTTSBLUFF 8,465	Star-Herald (m) 7,754	.05	...	(I) (AP) (†) (J) (5¢) (54)	Star-Herald Ptg. Co. Harry J. Wisner, Pub.	Harry J. Wisner	Herbert F. Thies	Floyd Wisner (cm)	V. R. Blackledge	Leo Shirley
	Sunday edition (S) 7,778	.05	...							
YORK 5,712	News-Times (e) 2,250	.03	...	(I) (UP) (†) (J) (3-87)	York Blank Book Co. Thos. Curran, Pres.	T. A. Curran Jas. C. Curran	Thos. Burke Lyle Heckt (sp)	Thos. Curran M. Hayes (cm)	Robt. Bartlett	Al Merrick

NEVADA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CARSON CITY 1,596	Appeal (e) 650	.018	...	(I) (UP) (J) (132)	I. B. Mighels, Pub.	E. T. Clyde				
ELKO 3,217	Free Press (e) 1,952	.03	...	(I) (UP) (†) (J) (5¢, 25¢w, 75¢m, $3) (131)	Free Press Pub. Co. E. M. Steninger, Pres.-Pub.	Chris H. Sheerin	Paul Leonard	Chris H. Sheerin	Paul Leonard	E. B. Steninger
ELY 3,045	Times (e) 1,764	.029	...	(5¢) (131)	Times Ptg. & Pub. Co. Vail M. Pittman	Vail M. Pittman		I. B. Pittman (bm)		C. P. Grier
LAS VEGAS 5,165 10,000 (City Zone)	Review-Journal (e) 5,128	.04	...	(D) (UP) (†) (J) (5¢) (131)	F. F. Garside, Pub.	A. E. Cahlan	J. F. Cahlan	J. N. Coleman (cm)	Jas. H. Down, Jr. John Warren (cl)	D. Lockri
RENO 18,529	Nevada State Journal (m) 7,503	...	...	(D) (R) (AP, UP) (ROP-3) (5¢, 75¢m, $3m-city, $1.50 country, $1.74e) (14-131)	Reno Newspapers, Inc. Merritt C. Speidel, Pres. Graham M. Dean (Pub.-e)	Jos. F. McDonald (m) Graham Sanford (e)	Frank Sullivan (m) John Sanford (e) Ty Cobb (sp-m) Max Jensen (sp-e) Frank Sullivan (Su)	Jos. F. McDonald (bm-m) Graham Dean (bm-e) Clarence Colbert (cm-m)	R. R. Allbaugh (m) Lyle T. Harper (n) Howard Christensen (cl-e)	Wm. Barry (m)
	Gazette (e) 12,371	...	...							
	Combined daily (me) 19,874	.11	...							
	Sunday edition (S) 8,452	.11	...							
TONOPAH 2,116	Times-Bonanza (e) 1,808	.025	...	((I-D) (UP) (†) (J) (5¢) (131)	F. F. Garside, Pub.	R. R. Germain	G. R. Roberts	R. R. Germain J. J. Hogan (cm)		L. Tanner
WINNEMUCCA 1,989	Humboldt Star (e) 3,946	.03	.03	(D) (UP) (J) (5¢, 25¢w, 75¢m, $2.50) (131)	Mrs. A. D. Stitser, Pub.	C. H. Smith	C. H. Smith	Mrs. A. D. Stitser	T. G. Uren	A. D. Stitser (j)

NEW HAMPSHIRE

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CLAREMONT 12,377	Eagle (e) 2,890	.02	.016	(I) (AP) (†) (J) (2¢, 12¢w 50¢m, $1.25) (81)	Claremont Eagle, Inc. Lincoln O'Brien, Pres.-Pub.	Lincoln O'Brien Wm. E. Langdon	Kenneth D. Whipple		Miss Ellen Breed (n)	H. L. Woodward (j)
CONCORD 25,228	Monitor & N. H. Patriot (e) 8,375	.035	.028	(I) (AP) (†) (2¢, 12¢w, 50¢m, $1.33) (81)	Monitor Patriot Co. James M. Langley, Pres.-Pub.	James M. Langley	William E. Newell Ruel Colby (sp)	James M. Langley (bm) C. E. Jesseman (cm)	R. C. Bishop Arthur Babineau (n)	
DOVER 13,573	Foster's Democrat (e) 3,170	.02	...	(81)	Geo. J. Foster & Co.					
KEENE 13,794	Sentinel (e) 4,279	.025	.02	(R) (AP) (†) (j) (3¢, 15¢w, 65¢m, $2.10) (none)	Sentinel Ptg. Co. John W. Prentiss, Pres.	Harry C. Shaw	John H. Kline R. W. Newell (sp.)	Chas. R. Rodgers Robt. D. Nims (cm)	Robert D. Nims	V. J. Bressett J. W. Prentiss (j)
LACONIA 12,471	Citizen (e) 3,972	.025	...	(I) (AP) (†) (2¢, 12¢w) (87-3)	Citizen Pub. Co. Etta G. Gallagher, Pres. Edw. J. Gallagher, Pub.	Edw. J. Gallagher	Ebba M. Janson Joe Gendron (sp)	Edw. J. Gallagher E. G. Gallagher (bm) Harold E. Richards (cm)	Harold E. Richards	L. D. Fitzpatrick
MANCHESTER 78,834	Union (m) 19,170	...	...	(I-R) (AP) (†) (3¢, 18¢w, 70¢ m-m, 60¢m-e, $2.40) (76)	Union-Leader Pub. Co. Frank Knox, Pres. John A. Muehling, Pub. Edmund F. Jewell, Asst. Pub.	John A. Muehling Robt. M. Blood		C. Dekker (bm) D. A. Bissett (cm)	Arthur T. Brush	
	Leader (e) 16,882	...	...							
	Combined daily (me) 36,052	.12	...							
NASHUA 31,463	Telegraph (e) 9,753	.045	.045	(I) (AP) (†) (ROP-2) (2¢, 12¢w, 50¢m, $1.25) (81)	Telegraph Pub. Co. Wm. R. Swart, Pres. B. E. Warren, Pub.	Geo. Parkhurst (me)				F. M. Britton
PORTSMOUTH 14,495	Herald (e) 6,336	.035	.025	(I-R) (AP) (†) (ROP-1) (2¢, 6¢w, $1.50) (81)	Chronicle & Gazette Pub. Co. J. D. Hartford, Pres.-Pub.	J. D. Hartford	Percy A. Moulton Fred Jones (sp)	J. D. Hartford Wm. R. Dearborn (bm)	William R. Dearborn	Chas. Seawards

NEW JERSEY

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASBURY PARK 14,981 37,885 (ABC City)	Press (e) 13,064	.06	...	(I-D) (AP) (†) (ROP-1) (3¢, 5¢S, 20¢w-e, $2, $38) (18)	Asbury Park Press, Inc. J. Lyle Kinmonth, Pres.-Pub.	J. Lyle Kinmonth	Fred J. Cook	Wayne D. McMurray Ernest Lass (cm)	Harold M. Canning	D. F. Shortell
	Sunday edition (S) 7,957	.06	...							
ATLANTIC CITY 66,198 102,024 (ABC City)	Press (m) 20,363	...	...	(I) (AP) (†) (2¢, 7¢S, 12¢w, 50¢m, $1.33⅓) (67)	Press-Union Pub. Co., Inc. Albert J. Feyl, Pres.-Pub.	Francis E. Crossdale	James Farrell Louis Greenberg (sp) Joseph Shinn (Su)	Albert J. Feyl M. L. Mendelsohn (bm) W. L. Lippincott (cm)	Robt. E. Peifer (loc)	E. W. Ely
	Union (e) 12,677	...	...							
	Combined daily (me) 33,040	.14	...							
	Sunday Press (S) 16,244	.12	...							
	World (m) 8,672	.05	.065	(I) (UP) (†) (1¢, 6¢w, 50¢) (11a)	Atlantic City World-Ventnor Town Crier, Inc. Albert Zugsmith, Pres.	Albert Zugsmith J. Robt. Conroy (me)	Dan McLaughlin (sp)	Alvin Friedberg (bm) Gustav Brocker (cm)	Manus Berman Leonard Goldsmith (n) Miss Lee (cl)	Thomas Cornwell
BAYONNE 88,979	Times (e) 13,846	.07	.07	(I) (INS) (†) (ROP-2) (3¢, 18¢w, $2.35) (11a)	Times Ptg. & Pub. Co. Margaret M. Lazarus, Pres. Sydney A. Lazarus & Herman Lazarus, Pubs.	Robt. T. Walsh (me)	Morris Rosenberg (sp)	Clem Kosak (cm)	Maurice Zinader Harry L. Shaver (n) Sydney Jones (cl)	
BRIDGETON 15,699	News (e) 6,962	.045	.03	(R) (AP) (†) (J) (2¢, 12¢w, $1) (84)	Evening News Co. G. L. Schofield, Pres.-Pub.	G. L. Schofield W. E. Middleton	Lucie A. Henderson R. A. Brandt (sp)	G. L. Schofield E. J. Schofield (bm) J. T. Rowen (cm)	C. W. Stone C. I. Stevens (n)	G. H. Bear
BURLINGTON 10,849	Enterprise (e) 163	.035	...	(I-R) (UP) (†) (J) (14-59)	Daily Enterprise, Inc. John B. & Dorothy R. Lewis, Pubs.	John B. Lewis	Robt. Jobes Rich. Praul (sp)	J. T. Donahue W. Fitelson (cm)	Wm. T. Mole Harry Roberts (cl)	Frank Watchorn

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CAMDEN 118,700 137,127 (ABC City)	Courier (e) 49,948 Post (m) 14,746 Combined daily (me) 64,694	... ... .20	... ...	(I) (UP, INS) (†) (ROP-1) (J) (3¢, 18¢w, $2) (76)	Courier Post Co. J. David Stern, Pres. David Stern, 3rd, Pub.	Harry T. Saylor Frank H. Ryan	Jas. O'Neill Thos. H. Ryan (sp)	Walter L. Tushingham (bm) Harold M. Snyder (cm)	F. J. Kinsella Samuel B. Hill (n) Herbert Tushingham (cl)	Elmer C. Pratt
ELIZABETH 114,589	Journal (e) 28,787	.12	...	(R) (AP, UP) (†) (3¢, 20¢w, 85¢m, $2) (42)	Elizabeth Daily Journal, Inc. Fred L. Crane, Pres.-Pub.	Fred L. Crane Geo. W. Swift	Valantine A. Fallon John Hall (sp)	Fred L. Crane Rufus R. Ness (bm) Warren L. Good (cm)	F. Ernest Wallace J. M. Johnson (cl)	W. F. Burke
HACKENSACK 24,568 102,335 (ABC City)	Bergen Eve. Record (e) 28,925x	.11	.07	(I) (AP) (†) (3¢, 21¢w, $2) (42)	Bergen Eve. Record Corp. John L. Borg, Pres.-Pub.	Donald G Borg R. H. Wynkoop	H. G. Holran Albert Del Greco (sp)	R. L. Binder (bm) R. H. Losey (cm)	T. N. Prime R. L. Binder (n) John Benson (cl)	C. A. Young
HOBOKEN 59,261 631,727 (ABC City)	Jersey Observer (e) 38,722	.12	.12	(I-D) (UP) (†) (J) (3¢, 18¢w, 78¢m, $2) (none)	Jersey Pub. Co. Fred A. Seide, Pres.-Pub.	Arthur L. Fagan Adolph Langer	Eugene Goldner Jerry Barker (sp)	Harry Kelly (cm)	A. L. Kohnfelder N. R. Kohnfelder (n)	F. A. Kaufmann J. Borthwick (j)
JERSEY CITY 316,715 631,727 (ABC City)	Jersey Journal (e) 39,535	.14	.12	(I) (AP) (3¢, 18¢w, $2) (117)	Evening Journal Assn. Joseph A. Dear, Pres. Walter M. Dear, Pub.	Joseph A. Dear Frederic J. Gainsway	Geo. V. Headley Frank Dunham (sp)	Walter M. Dear Rudolph E. Lent (bm) Louis Rutherford (cm)	Rudolph E. Lent Frederick Helland (cl)	John I. Horton
LAKEWOOD 7,869	Times (e) 1,780	.03	...	(R) (J) (2¢, 12¢w, $1) (none)	Times & Journal Pub. Co. Harry E. Newman, Pres.-Pub.	Harold Ober	Harold Ober (sp)	Edith Havens (cm)	Edith Havens (cl)	E. L. Johnson
LONG BRANCH 18,399	Record (e) 10,985	.06	.045	(I) (AP) (†) (J) (3¢, 18¢w, $2) (42)	Monmouth County Pub. Co., Inc. E. D. DeWitt, Pres. Richard DeWitt, Pub.	Richard DeWitt Houston Brown		L. H. Farb (cm)	H. M. Tallmadge	Warren S. Ayres R. Bacon (j)
MILLVILLE 14,705	Republican (e) 3,663	.03	.025	(R) (AP) (†) (J) (2¢, 12¢w, 30¢m, $1) (62-89)	Millville Pub. Co. Carl H. Johnson, Pub.	Carl H. Johnson	David T. Gifford Chas. M. Scull (sp)	Clarence J. Carter (cm)	Lewis A. Shaw	H. A. Fehringer (j)
MORRISTOWN 15,197	Record (e) 7,702	.05	.04	(I) (AP) (†) (J) (3¢, 23¢w, 90¢m, $2.15) (114)	Norman B. Tomlinson, Pub.	Norman B. Tomlinson	William P. O'Neill Carl Roff (sp)	Norman B. Tomlinson F. Herbert Cole (cm)	Edgar M. Weed Elizabeth Clark (cl)	W. E. Wulfers
NEWARK 442,337 938,577 (ABC City)	Star-Ledger (m) ..... Sunday edition (S)	.24 .24	.16 .16	(I) (AP, UP) (†) (3¢l, 10¢S) (11)	Morning Ledger Co. S. I. Newhouse, Pres.-Pub.	Philip Hochstein (me)	Jacob Mogelever Joseph Donovan (sp)	Edwin F. Russell Wm. Dempsey (cm)	George D. Gaertner Adolph Gottesman (cl)	
	Note: The Star-Eagle and the Ledger consolidated on Nov. 19. Circulation prior to consolidation ABC for period ending Sept. 30, 1939, Ledger (e) 59,921, Sunday, 59,414; Star-Eagle (e) 71,883. Estimated circulation 193,000 daily.)									
	News (e) 157,270	.30	.22	(I) (AP, UP) (†) (3¢, 18¢-24¢w, 78¢-$1m, $2-$2.25) (95)	Evening News Pub. Co. Edward W. Scudder, Pres.-Pub.	Arthur J. Sinnott (ed. in chief) Lloyd M. Felmly	Arthur Sylvester Leonard Elliott (sp)	Benj. J. Foley Joseph T. Scarry (cir-dir)	Patrick M. Feeney (ad-dir) James A. Doyle (ad-mgr) R. J. Zabriskie (n) Jas. P. Sweeney (cl)	
	Sunday Call (S) 80,592	.18	.15	(I) (AP) (*S) (†) (10¢, $7.75) (14)	Call Ptg. & Pub. Co. William S. Hunt, Pres.-Pub.	Edw. F. Bataille John E. Beer	Robert C. Ring G. A. Falser (sp)	Frederick W. Thorne Harry A. Wapshare (bm) Louis Albert (cm)	Louis Reshkin	
NEW BRUNSWICK<br34,555	Home News (e) 14,911x Sunday Times (S) 12,243x	.07 .07	... ...	(I) (AP) (†) (3¢l, 5¢S) (none)	Home News Pub. Co. Elmer B. Boyd, Pres.	John K. Quad	Eugene Pinter (sp) E. N. Olly (Su)	Elmer Boyd (bm) R. C. DeHart (cm)	Harvey A. Huff George A. Cortes (n) Molita Cannon (cl)	J. Arnold
OCEAN CITY 5,525	Sentinel-Ledger (e) 3,332	...	...	(I) (†) (1¢, 50¢) (61)	Newspaper Pub. Co. John C. Smith, Pres. Note: Rates vary with season—resort city.	Lorin D. Angevine	Harold Lee Eddie Reichle, Jr. (sp)	Ray Thorpe Marcus Frye, Jr. (cm)	John C. Smith	J. I. Gibson
ORANGE 35,399	Transcript (e)	...	...	(I)	North Jersey Pub. Co. Chas. E. Moreau, Pub. Under temporary suspension. Issued weekly.	Chas. E. Moreau John Wilson (me)	Wm. Caine Leonard Goldin (sp)	William Hirsch (gm-cm) Michael Falsone (bm)	Louis Lieberman William White (cl)	Norman Adair
PASSAIC 63,609 178,355 (ABC City)	Herald-News (e) 32,027	.11	...	(I) (AP, UP, INS) (†) (3¢, 20¢w, 85¢m, $2.25) (81)	Passaic Daily News Jas. H. Walden, Pres. Dow H. Drukker, Jr. Pub.	Geo. M. Hartt Wm. M. McBride (me)	Allen W. Smith Arthur G. McMahon (sp)	Edward H. Roemle Jere C. Healy (cm)	Leon Kondell J. W. Erickson (n) L. A. Buck (cl)	J. C. Sigler
PATERSON 138,513	Morning Call (m) 19,614	.08	...	(I) (AP) (†) (J) (3¢, 20¢w, $2.25) (42)	Call Ptg. & Pub. Co. Robert Williams, Pres.-Pub.	F. A. Friedrich	John Sweeney Wm. Harvey (sp)	Theo. W. Hendershot Eugene Modemann (cm)	Henry DeYong	G. Schreck
	News (e) 22,571	.09	.064	(I) (AP, UP) (3¢, 20¢w, 87¢m, $2.25) (117)	News Ptg. Co. Harry B. Haines, Pres.-Pub.	Harry B. Haines A. J. Greene	Robt. Stakesing Jos. Gootter (sp)	Jules C. Levine Ed. B. Haines (bm) Thos. Dunkley (cm)	H. M. Schmidt M. G. Levine (n) Edw. Fort (cl)	D. B. Watson
PERTH AMBOY 43,516 84,781 (ABC City)	News (e) 17,648x	.075	.046	(I) (AP) (†) (3¢, 18¢w, $2.25) (67)	Perth Amboy Evening News Co. Paul V. Murphy, Pres. Ellwood R. Johnson, Jr., Pub.	E. R. Johnson, Jr.	J. J. McDonnell W. V. Kotusko (sp)	Paul V. Murphy Geo. P. Rooke (cm)	Gilbert Hunter F. H. Walsh, Jr. (n)	
PHILLIPSBURG 19,000	Free Press (m) 8,006	.05	...	(I-D) (AP) (†) (2¢, 10¢w, $1) (39)	Plain Dealer Pub. Co. Inc. Rolland L. Adams, Pres.-Pub.	Stanley Fink	Stanley Fink Jack Motley (sp)	Wm. T. Dodge J. F. Austin (cm)	Neill Mitchell	E. T. Eckert
PLAINFIELD 34,422 60,978 (ABC City)	Courier-News (e) 14,682	.07	.06	(I-R) (AP) (3¢d 18¢w, $2.75, (78)	Courier-News Co. Frank E. Gannett, Pres. Chauncey F. Stout, Pub.	P. E. Smith (me)	Harold E. Keenan Gene Hampson (sp)	Alfred Zimmerman (bm) Harold W. Blackford (cm)	A. Wallace Zimmerman. Mrs. Louise Dore (cl)	W. Morrison
RED BANK 13,962	Standard (e) (new daily)	.03	.03	(I) (UP) (†) (J) (3¢, 18¢w, $2) (39)	Inter-Boro Pub. Co., Inc. Sidney J. Swain, Pres.-Pub.	Sidney J. Swain J. O. Eschelbach	J. Barberio (sp)	Frank K. Sturges Geo. McFarlane (cm)	Albert E. Friedman	Jas. Farley
TRENTON 123,356	State Gazette (m) 10,671 Times (e) 43,447 Combined daily (me) 54,118 Times-Advertiser (S) 32,267	... ... .17 .14	... ... .15 .11	(I) (AP, UP, INS) (*S) (ROP-3) (3¢, 12¢, $2) (none)	Trenton Times Mrs. Jas. Kerney, Pres.-Pub.	James Kerney, Jr. Harold Levy (me-m) John H. Sines (me-e) Albert H. Thompson (me-Su)	Frederick Burgner (ce-e) Russell Thomas (sp-e)	Thomas L. Kerney John E. Kerney (bm)	Joseph A. Kerney John P. Callahan, Jr. (cl)	Don Johnson
UNION CITY 58,659 157,822 (ABC City)	Hudson Dispatch (m) 27,585	.08	.08	(D) (AP) (†) (J) (3¢, 18¢w, 78¢m, $2). (11a)	Hudson Dispatch Co. William Rubel, Pres.-Pub.	Haddon Ivins John Mitchell	A. Bruce Cook Lud Shahbasian (sp)	William Rubel Lloyd J. Whitford (bm) Thos. Meegan (cm)	Walter Dodwell	N. Sweetman A. Zecker (j)
VINELAND 7,556	Times (e) 3,940	.03	.035	(I) (†) (2¢) (122)	Max Leuchter, Pub.	Max Leuchter	William J. Mulligan Carlo Sardella (sp)	C. P. Leuchter (bm) L. J. Gorsuch (cm)	A. M. Bass C. Giglio (cl)	
	Journal (e) 3,395	.03	...	(I) (AP) (†) (2¢) (91)	Evening Journal Co.	Edward H. Ladd	Gordon J. Hart	Geo. C. Ladd (bm) David Shinberg (cm)	Arthur J. Schols	
WOODBURY 8,172	Times (e) 7,298	.04	.03	(I-R) (UP) (2¢, 12¢w, 50¢m, $1.33) (39)	Times Co.	J. Frank Wilson (me)	F. Sherman Yeiter		H. E. Wilson (n)	

INDEX TO ALL INFORMATION AND ADVERTISING ON LAST FOUR PAGES

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW MEXICO

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBUQUERQUE 26,570 (54,000 est.)	Journal (m) 17,952	.09	.075	(I) (AP, INS) (†) (3¢d, 7¢S, 18¢w, 78¢m, $1.50d, $3.50S) (106)	Journal Pub. Co. T. M. Pepperday, Pres.-Pub.	H. P. Pickerell Ed. Pryor	C. C. Root Paul Weeks (sp)	T. M. Pepperday R. E. Brewer (bm) D. S. Murdock (cm)	D. S. Murdock (act ad-mgr.) M. R. Moffett (n) L. P. Hasel (cl)	E. C. Starrett
	Sunday edition (S) 18,950	.09	.079							
	Tribune (e) 13,276	.08	.075	(I) (AP, UP, INS, SH) (†) (3¢, 12¢w, 52¢m, $1.50) (111)	New Mexico State Tribune Co. W. G. Chandler, Pres. Scripps-Howard Newspapers, Pub.	E. H. Shaffer Dan Burrows	Geo. Baldwin (sp)	T. M. Pepperday R. E. Brewer (bm) D. S. Murdock (cm)	D. S. Murdock (act ad-mgr) M. R. Moffett (n) L. P. Hasel (cl)	Edw. Starrett
CARLSBAD 3,708 8,000 (1937 Est.)	Current-Argus (e) 2,729	.03	.03	(D) (AP) (†) (J) (5¢, 12¢w) (121)	Current-Argus Pub. Co. F. B. Rigdon, Pres.-Pub.	Kenneth Dixon	Kenneth Dixon	F. B. Rigdon Virginia Rigdon (bm) Don Weldon (cm)	Dan Nichols Clark Epperson (n) Winno Wheeler (cl)	M. T. Wilson
	Sunday edition (S) 2,729	.03	.03							
CLOVIS 8,022	News-Journal (e) 7,114	.05	...	(I) (AP) (†) (J) (5¢, 18¢w) (121)	News-Journal R. C. Holles, Pres. Richard Hindley, Pub.	Jack Hull	Lomer Nelson J. H. Nail (sp)	Jack Williams (cm)	Art Snyder R. Hindley (n) Betty Hodges (cl)	Allen Hodges E. Manson (j)
	Sunday edition (S) 7,142	.05	...							
GALLUP 5,992	Independent (e) 4,347	.05	.05	(I) (AP) (†) (J) (5¢, 12¢w, $2.50) (63)	Independent Newspaper, Inc. A. W. Barnes, Pres.-Pub.	A. W. Barnes	C. J. Huff	A. W. Barnes	Harvey Whitehill (cl)	W. C. Blackburn
HOBBS 15,000	Post-Courier (m) 2,948	.03	.03	(I) (UP) (†) (J) (5¢, 15¢w) (25)	Oilfield Pub. Co. Morris J. Boretz, Pub.		Bill Thompson (sp)	Wm. E. Colvert Alvin H. Brown (cm)		Ray Kelm
	Sunday edition (S) 2,948	.03	.03							
	News & Sun (e) 6,497	.05	...	(D) (AP) (†) (J) (5¢) (63)	Sun Pub. Corp. James M. Murray, Sr. Pres. Thos. G. Summers, Pub.	Kivas Tully		Thos. G. Summers John Quinn, Jr. (cm)	R. L. Summers Ola Maye Dixon (cl)	J. R. Wilhite Jack Thompson (j)
	Sunday edition (S) 6,497	.05	...							
LAS CRUCES 5,811	Sun-News (e) 2,250	.035	...	(AP) (†) (J) (3¢, 5¢S) (104)	Sun Pub. Co. Wallace Perry, Pub.	Wallace Perry	Orren Belty (sp)	R. H. Boyle		
	Sunday edition (S) 2,250	.045	...							
LAS VEGAS 4,718	Optic (e) 3,976	.03	...	(I) (AP) (†) (J) (5¢) (63)	Optic Pub. Co., Inc. H. W. Kane, Pres.-Pub.	H. W. Kane	Walter T. Vivian Sam St. John (sp)	Paul B. Dailey (bm) Manuel Maese (cm)	Stewart Hensley Florine Muncie (cl)	J. P. Franckye F. Broeske (j)
PORTALES 2,519	News (e) 2,719	.03	...	(I-D) (UP) (†) (J) (3¢) 10¢w, 40¢m) (63)	J. G. Greaves, Owner	G. K. Greaves	Geo. Stockton (sp)	J. G. Greaves (bm) M. M. Stinnett (cm)	M. E. H. Bingham Mrs. W. E. White (cl)	Jimmy Drake Earl Stratton (j)
RATON 6,090	Range (e) 4,183	.035	.029	(I) (AP) (†) (J) (5¢, 15¢w, 60¢m, $2.50) (54)	Wm L. Odett, H. A. Hill & Lemont Odett, co-Pubs.	James B. Barber H. A. Hill	James B. Barber	Wm. L. Odett (bm) Harry Walker (cm)	Lemont Odett	C. S. Countryman
ROSWELL 11,173	Dispatch (e) 3,275	.03	.03	(D) (AP) (†) 5¢, 15¢w, 65¢m) (121)	Paul B. McEvoy, Pub.	Jason Kellahin Howell Russ		Paul McEvoy N. Walker (cm)	Harry Jaffa S. Sigler (cl)	Jack Dale
	Sunday edition (S) 3,275	.03	.03							
	Record (e) 2,938	.03	...	(I) (AP) (†) (5¢, 15¢w, 60¢m, $2.05) (63)	Record Pub. Co., Inc. Tom Sherman, Pres. E. J. Kurre, Pub.	C. E. Mason	Ed. Scarritt	E. J. Kurre Lynn Croissant (cm)	H. B. Cooley	R. Bear
SANTA FE 11,176	New Mexican (e) 3,820	.04	.025	(I-R) (AP) (†) (ROP-1) (5¢, 15¢w, 65¢m, $2.50) (54)	New Mexican Pub. Co. Oscar S. Stauffer, Pres. Gordon P. Martin, Pub.	Gordon P. Martin	Alex Barnes Chas. Piatt (sp)	Gordon P. Martin C. B. Floyd (bm) Ronald Gardner (cm)	John Stevenson Opal Shannon (cl)	Ted McFarland (comp) Fred Cinnamon (press)
	N. M. Examiner (m) 3,113	.035	.035	(I) (UP) (†) (J) (5¢, 10¢w, 45¢m) (none)	Examiner Pub. Co., Inc. Larry Bynon, Pres. F. C. Rand, Jr., Pub.	Larry Bynon	Dick McEuen D. C. Ortiz (sp) Miss Alison Dana (Su)	Ned Gold Clem Chavez (cm)	G. R. Williams Miss Betty Zook (cl)	
	Sunday edition (S) 3,113	.035	.035							
SILVER CITY 3,519	Press & Independent (e)	.03	...	(AP) (†) (J) (63)	Col. Clyde Earl Ely, Pub.	Don W. Lusk		Inez M. Ely (bm) Clyde E. Ely, Jr. (cm)	Reid Cantwell	G. Bowen Paul Wright (j)

(*Continued on page 60*)

COURT AND COMMERCIAL PAPERS OF UNITED STATES

ALABAMA

Birmingham
Birmingham Daily Record, 2109 5th Av., North, James J. Smith, Jr., James J. Smith, Sr., Pres., Ed.

CALIFORNIA

Bakersfield
Daily Report, 1660 Chester Av., Otis Hymer, Pub.

Fresno
Daily Real Estate Report, P. O. Box 125, M. S. Webster & Sons, Pub.

Los Angeles
Los Angeles Daily Journal, 121 North Broadway, D. W. Wilson, Pres. and Gen. Mgr.; W. W. Roe, Sec. and Bus. Mgr.; A. A. McDowell, Legal Adv. Mgr.

Oakland
Inter-City Express, 518-22 Broadway, P. W. MacDonald, Ed.; J. C. Laney, Mgr.

Sacramento
The Daily Recorder, 81 Jay St., Leonard J. Hooper, Man. Ed.

San Diego
The Daily Transcript, P. O. Box 1398, Frank Grandier, Pub.

San Francisco
The Recorder, 99 Van Ness Av., South, F. F. Kilsby, Gen. Mgr.; E. F. O'Day, Ed.

Stockton
The Daily Record, 520 East Market St., L. V. Peterson, Pub.

COLORADO

Colorado Springs
The Daily Transcript, Opposite Court House, North, Carlton L. Stuart, Ed.

Denver
The Daily Journal, 514-15 Equitable Building, Herbert Fairall, Pub.

FLORIDA

Jacksonville
Financial News, 136 East Bay St., Mrs. W. L. Baker, Pub.

Miami
Miami Review and Daily Record, 25 South West Second Av., G. A. Coup, Pres. and Pub.

GEORGIA

Atlanta
Fulton County Daily Report, 133½ Pryor St., South West, James Kempton, Pres.; Frank Kempton, Sec.

ILLINOIS

Chicago
Chicago Daily Law Bulletin, 34 North La Salle St., H. J. Macfarland, Pres.

Peoria
Peoria Daily Record, 103 Main St., George C. Cramer, Pres.; George E. Johnson, Ed.

INDIANA

Indianapolis
The Indianapolis Commercial, 223 East Ohio St., Mark R. Gray, Pres.-Pub.

IOWA

Des Moines
The Des Moines Daily Record, P. O. Box 975, R. D. Huston, Pres.; E. G. McIntire, Sec.-Mgr.

Sioux City
The Daily Report, 440 Commerce Bldg., W. C. Slotsky, Mgr.

KANSAS

Hutchinson
The Daily Record, 112 West Sherman Av., Harlow B. Brown, Gen. Mgr.

Topeka
The Topeka Daily Legal News, 410 Topeka Av., William Herren, Ed. and Pub.

Wichita
The Daily Record, 210 South Emporia St., J. C. McGuin, Pub.

KENTUCKY

Louisville
The Daily Record, P. O. Box 446, Sue Hoover, Pub.

LOUISIANA

New Orleans
Official Daily Court Record, 430 Chartres St., James T. Montgomery, Pub.

MARYLAND

Baltimore
The Daily Record, 11-15 East Saratoga St., Edwin Warfield, Jr., Pres.; Frank T. Wallace, Gen. Mgr.

MICHIGAN

Detroit
The Detroit Legal News, Legal News Bldg., G. W. Curtis, Vice-Pres.; F. J. Kelk, Ed.

MINNESOTA

Duluth
Financial Record & Law Bulletin, 405 Christie Bldg., R. S. Forgy, Pub.

Minneapolis
Finance and Commerce, 421 South Sixth St., Earl C. Maul, Pub.

St. Paul
St. Paul Legal Ledger, 242 East Fifth St., C. L. Klapproth, Pres.

MISSOURI

Kansas City
The Daily Record, 523 Locust St., E. E. Smith, Jr.; E. E. Smith, Sr., Pub.

St. Joseph
The Daily Courier, Room 28, Court House, Janet S. Eastin, Pub.

St. Louis
St. Louis Daily Record, 1004 Market St., Hiram B. Morse, Chairman; Lucius B. Morse, Pres. & Gen. Mgr.

NEBRASKA

Lincoln
The Daily Reporter, 1610 N. Street, Cornelius Gant, Pub.

Omaha
The Daily Record, 318 South 19th St., R. A. Talbot, Pub.

NEW YORK

Buffalo
The Buffalo Daily Law Journal, 66 Oak St., Charles A. Beringer, Pub.; James J. McAndrews, Sr., Bus. Mgr.

New York City
New York Law Journal, 17 Murray St., Archibald R. Watson, Ed.; Paul J. Carroll, Adv. Mgr.

Rochester
The Daily Record, 29 North Water St., John D. Lynn, Pres.; Edgar W. Stratton, Sec-Mgr.

Syracuse
The Daily Register, State Tower Bldg., James Dahl, Pub.

White Plains
Westchester Law Journal, 123 Court St., Frank Mallen, Pub.

OHIO

Akron
The Akron Legal News, Hower Building, Charles A. Beringer, Pub.; Wm. G. Loftus, Bus. Mgr.

Cincinnati
The Cincinnati Court Index, 534 Sycamore St., Rowland Shepard, Ed.; Wade Shepard, Mgr.

Cleveland
The Daily Legal News, 1240 Ontario St., Ralph Karlovec, Jr.; Ralph C. Karlovec, Sr., Gen. Mgr.

Columbus
The Daily Reporter, 329 South Front St., Harry L. Doud, Mgr.

Dayton
The Daily Court Reporter, 124 East Third St., Charles A. Beringer, Pub.; F. X. Zindorf, Bus. Mgr.

Toledo
The Toledo Legal News, 444 Huron St., H. J. Chittenden, Pub.

Youngstown
The Daily Legal News, 118 South Champion St., Charles A. Beringer, Pub.; Leonard Burch, Bus. Mgr.

OKLAHOMA

Muskogee
The Legal Record, 114 South Fourth St., E. C. Hoffman, Ed. and Mgr.

Oklahoma City
The Journal-Record, 17 West Third St., Katherine Neville, Mgr.

Okmulgee
Okmulgee County Record, 323 West Main St., J. J. Moroney, Pub.

Tulsa
Tulsa Daily Legal News, 313 South Cheyenne, W. Dexter Moss, Pres.

OREGON

Portland
Daily Journal of Commerce, P. O. Box 93, H. G. Haugsten, Mgr.

PENNSYLVANIA

Philadelphia
The Legal Intelligencer, 222 North 15th St., Harold C. Robert, Ed.

Pittsburgh
Pittsburgh Legal Journal, 208-212 Grant St., George J. Campbell, Ed.; Ross M. Blair, Bus. Mgr.

TENNESSEE

Memphis
The Daily News, 242 Court St., Paul T. Jones, Pub.

TEXAS

Dallas
Daily Commercial Record, 614 Main St., W. H. Taliafero, Pub.

Fort Worth
Fort Worth Commercial Recorder, 317 West 13th St., James F. Pollock, Pub.

Houston
Daily Court Review, County Court House, Thomas H. Mays, Bus. Mgr.

San Antonio
The Commercial Recorder, 518 West Market St., Mrs. F. E. Miskimin, Pub.; Harry L. Miskimin, Bus. Mgr.

VIRGINIA

Norfolk
The Daily Record, 249 Court St., G. D. Dunbar, Pub.

Richmond
The Daily Record, 1309½ East Franklin St., J. Edmond Massie, Pub.

WASHINGTON

Seattle
Daily Journal of Commerce, 83 Columbia St., M. F. Brown, Pres., Pub.

Tacoma
Tacoma Daily Index, 726 Pacific Av., Victor J. Hedberg, Pub.

WISCONSIN

Milwaukee
The Daily Reporter, 424 East Wells St., John F. Woodmansee, Pub.

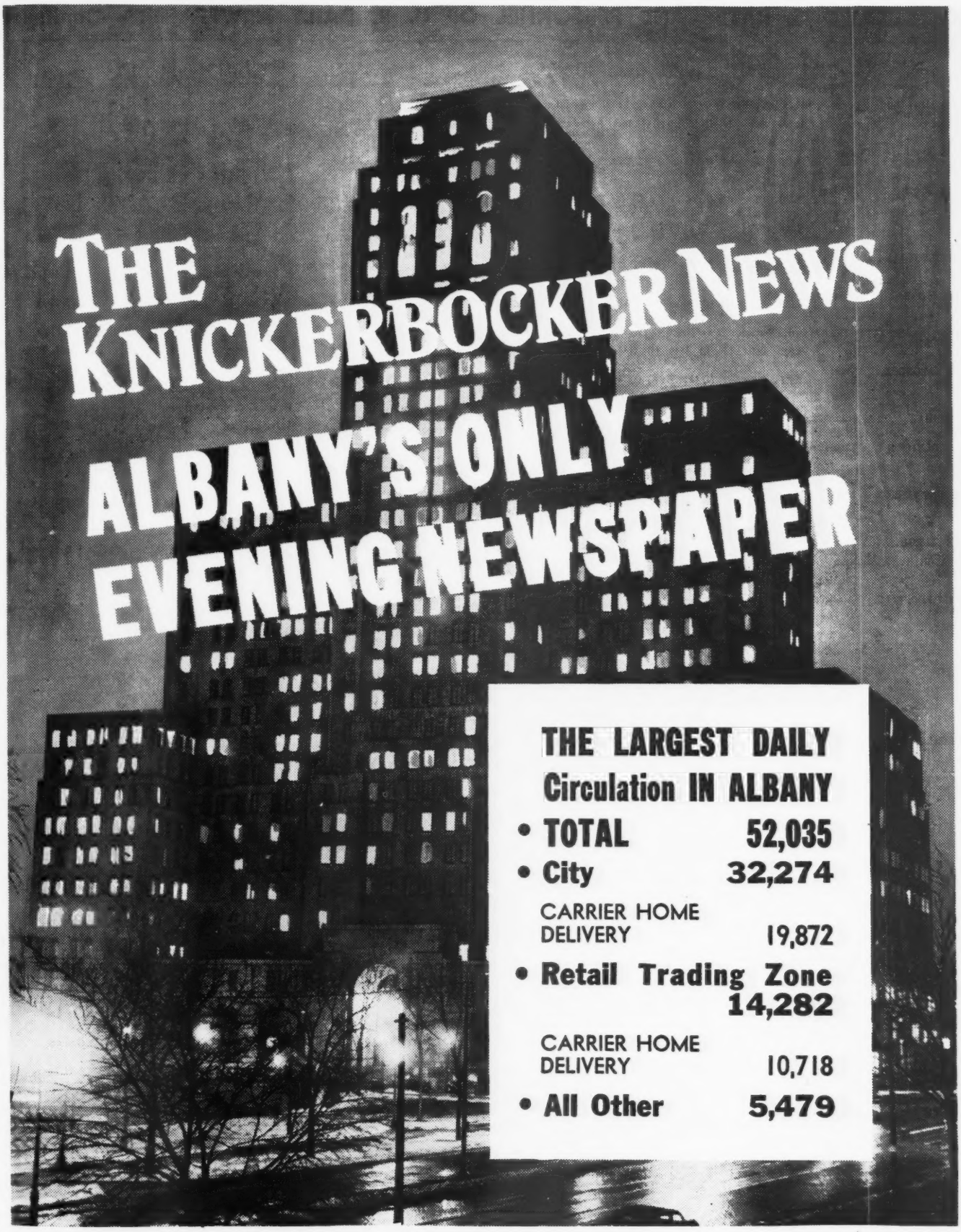
CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
TUCUMCARI 4,143	News (e) 3,573	.025	...	(I) (AP) (†) (J) (5¢) (121)	Mrs. Pauline D. Sartain, Pub.	Pauline D. Sartain		Pauline D. Sartain	Pauline D. Sartain	
	American (e) 3,500	.03	...	(D) (UP) (†) (5¢, 10¢w, 30¢m, $2) (63)	Tucumcari Pub. Co. Fay Guthrie, Pres.	Mrs. Dillon Suthers		Fay Guthrie Betty Jean Ball (cm)	Fay Guthrie Dillon Suthers (cl)	C. E. Muckelroy

NEW YORK

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBANY 127,412	Knickerbocker News (e) 51,520	.18	...	(I-R) (AP, UP, INS) (†) (3¢, 18¢w, $2.25) (78-9)	Press Co., Inc. Frank E. Gannett, Pres. A. J. McDonald, Pub.	B. J. Lewis (edl. dir) John W. Bowen (me)	Jerome Walker Charles Young (sp)	A. J. McDonald J. J. Atherton (bm) J. W. O'Connor (cm)	H. W. Stock J. K. Burke (n) E. M. Mitchell (cl)	E. D. Jagareski
	Times-Union (m) 42,977 Sunday edition (S) 84,226	.13 .20	... ...	(I) (AP, INS) (†) (3¢d, 10¢S, 28¢w, m-S) $2.25m, $8.25S) (12)	Evening Union Co. Fred I. Archibald, Pres.-Pub.	Geo. O. Williams (me)	Marshall Taylor Richard Walsh (sp) Chas. E. Davis, Sr. (Su)	H. P. Haas (acting bm) M. D. Bohen (cm)	M. W. LeFevre J. A. King (n) E. P. Hayes (cl)	J. Moore
AMSTERDAM 34,837	Recorder (e) 8,382	.05	...	(I-R) (AP) (†) (J) (5¢, 24¢w, $3) (none)	Wm. A. Kline & Son, Inc. Gardiner Kline, Pres.-Pub.	Earl O. Stowitts (me)	Wm. B. Maroney John Minnoch (sp)	Wm. B. LeFavour J. A. Blanchfield (cm)	Wm. H. Kuhn Milo Dressler (cl)	G. H. Paige E. D. Trull (j)
AUBURN 36,652	Citizen-Advertiser (e) 8,392	.06	.036	(I) (AP), UP) (†) (3¢, 18¢w, 75¢m, $2) (104)	Auburn Pub. Co. C. D. Osborne, Pres.-Pub.	W. O. Dapping	Victor J. Callanan	Wm. O. Dapping Mary M. Tilton (cm)	Alfred G. Patrick	F. W. Cook, Sr.
BATAVIA 17,448	News (e) 8,710	.05	...	(I-R) (AP) (†) (3¢, 15¢w, $2) (104)	Griswold & McWain, Inc. A. J. McWain, Pres.	Andrew J. McWain Laurence W. Griswold	Jerry E. Brown	Milton R. Miller		Henry A. Clark
BEACON	News—See Newburgh News									
BINGHAMTON 76,662 92,131 (ABC City)	Press (e) 41,257	.14	...	(I-R) (AP, UP, INS) (†) (3¢, 18¢w, 80¢m, $2.10) (15)	Press Co., Inc. Willis Sharpe Kilmer, Pres.-Pub.	Tom R. Hutton	Erwin C. Cronk Al. Lamb (sp)	Albert B. Engelbert A. W. Cockerill (cm)	James J. Burnett Merle C. Ostrom (n) H. S. Theobold (cl)	Walter Kettle
	Sun (m) 26,701	.09	.045	(R) (AP) (†) (3¢, 18¢w, 75¢m, $2.10) (104)	Morning Sun, Inc. Wm. H. Hill, Pres.-Pub.	Wm. H. Hill Walter J. Lyon	Wm. D. Ayres S. W. Nash (sp)	Wm. H. Hill H. E. Carroll (cm)	A. W. Poulter C. Derschang (cl)	C. Krager
BROOKLYN—This is a borough of New York City. Brooklyn Newspaper listing is under that heading.										
BUFFALO 573,076	Courier-Express (m) *124,459 Sunday edition (S) *193,000	.25 .35	... ...	(I) (AP) (*S) (†) (ROP-1) (3¢d, 10¢S, 28¢w) (72)	Courier-Express, Inc. Wm. J. Conners, Jr., Pres-Pub.	Burrows Matthews Fred McLennan	J. H. Tranter (m) Albert Duffy (e) Wm. J. Kelly (sp) W. E. J. Martin (Su)	Eugene C. Murphy Frank J. Clancy (bm) Joseph M. Bauer (cm)	W. E. O'Brien R. C. Harris (n) P. J. Crawford (cl)	C. W. Covier
				*Note—Circulation for period o fJuly 31, 1939 to Sept. 30, 1939.						
	News (e) *291,418	.35	...	(I-R) (AP, UP, INS, CDN,NYHT,NANA) (†) (3¢) (67)	Edward H. Butler, Pub.	Edward H. Butler Alfred H. Kirchhofer	Edward P. Harnett R. C. Stedler (sp)	C. G. Underhill (bm) Geo. Therrien (cm)	E. D. Anderson W. V. McGrain (n) J. S. Fowler (cl)	L. Woelfel
				*Note—Circulation for period of July 31, 1939 to Sept. 30, 1939.						
CANANDAIGUA 7,541	Messenger (e) 4,347	.04	.03	(I) (AP) (†) (ROP-1) (3¢, 18¢w, 78¢m, $2.20) (104)	Canandaigua Messenger, Inc. Leon J. McCarthy, Pres.	Leon J. McCarthy J. H. Klassen (me)	J. H. Klassen Don McCarthy (sp)	L. J. McCarthy (bm) H. Nelke (cm)	Howard S. MacDuff A. C. Waterbury (n) Rita Hill (cl)	H. Megaffee
CATSKILL 5,082	Mail (e) 3,250	.03	...	(D) (UP) (†) (J) (104)	M. Edw. Silberstein	M. Edw. Silberstein F. S. Palmer	H. E. Rockwell F. S. Palmer (sp)	M. E. Silberstein Mary F. Condret (cm)	M. Edw. Silberstein Elizabeth M. Boice (cl)	W. J. Galt John Miller (j)
COHOES 23,226	American (e) 7,643	.045	.045	(I) (UP, INS) (†) (J) (3¢, $2) (104)	Cohoes American, Inc. F. L. Wiswall, Pres.	Thos. B. Kiley	Wm. R. Higgins John F. Dillon (sp)	A. A. Scully	J. P. Manogue Margaret Derocher (n) R. Jordan (cl)	R. Hall
CORNING 15,777	Leader (e) 5,976	.06	.035	(I) (AP) (†) (3¢, 18¢w, $1.75) (104)	W. A. Underhill and E. S Underhill, Jr.	W. A. Underhill L. D. Kimble	Walter Valerius Geo. Bacalles (sp)	W. A. Underhill John Vine (cm)	J. R. Osborne Virginia Weaver (cl)	Leon Taylor
CORTLAND 15,043	Standard (e) 5,579	.04	.029	(R) (AP) (†) (J) (3¢, 18¢w, 75¢m, $2) (104)	Standard Ptg. Co., Inc. E. H. Clark, Pres.	Edward H. Clark Fred H. Crook	L. B. Van Dyck Wm. Dowd (sp)	Edward H. Clark Leon P. Randall (bm) Theodore Greene (cm)	E. H. Stanley E. H. Clark (n) Helen Dillon (cl)	E. H. Clark E. J. Ryan (j)
DANSVILLE 4,928	Breeze (e) 1,645	.03	...	(I-R) (J) (3¢) (69)	B. H. & W. C. Knapp, Pubs.	B. H. Knapp	Calvin B. Knapp F. J. O'Hara (sp)	B. H. Knapp (bm) W. C. Knapp (cm)	W. C. Knapp E. Snyder (cl)	C. E. Knapp
DUNKIRK 17,802	Observer (e) 4,863	.04	...	(R) (UP) (†) (J) (3¢, 18¢w, 75¢m, $2.10) (104)	Dunkirk Ptg. Co. H. K. Williams, Pres.-Pub.	Gerald B. Williams	Herbert G. Schwartz MacLeod Williams (sp)	H. K. Williams, Jr. A. K. Fulston (cm)	Herman Cutler H. K. Williams, Jr. (n) P. Line (cl)	E. Lupean W. W. Smith (j)
ELMHURST—This is in Queens Borough, a part of New York City. See latter for newspaper listing.										
ELMIRA 47,397	Advertiser (m) 6,387 Star-Gazette (e) 27,432 Combined daily (me) 33,819 Sunday Telegram (S) 21,759	... ... .11 .08	... ...	(I) (AP, UP) (†) (3¢d, 10¢S, 15¢wm, 18¢we) (78)	Star-Gazette, Inc. Frank E. Gannett, Pres. Frank E. Tripp, Pub.	Frank E. Gannett W. C. Barber (me-m) Geo. S. Crandall (me-e) E. L. Van Dyke (me-S)	W. C. Barber (ce-m) D. A. Seeley (ce-e) A. L. Rossiter (ce-Su) Glenn O. Sherwood (sp-m) H. O'Donnell (sp-e) Geo. Mellor (sp-Su) E. L. Van Dyke (Su)	John T. Calkins James N. Peck (cm)	Geo. G. Sonsine Julian L. Penney (n) Kenneth Law (cl)	F. J. Genger
ENDICOTT 16,231	Bulletin (e) 5,613	.04	.04	(I) (TR) (†) (J) (3¢, 15¢w, 65¢m, $2) (122)	Endicott Bulletin, Inc. Jas. H. Ottaway, Pres.	Paul L. Hooper	Harvey Travis Eddie Zalenski (sp)	Jas. H. Ottaway E. M. Brooks (cm)	Byron E. French Wm. Lundquist (n) Havard Fry (cl)	B. H. MacKnight
FLUSHING—This is in Queens Borough, a part of New York City. See latter for newspaper listing.										
FREEPORT, HEMPSTEAD, LYNBROOK 106,548	Nassau Review-Star (e) 28,957	.13	.10	(I-R) (AP) (†) (ROP-2) (3¢, 18¢w, $2) (none)	Daily Review Corp. James E. Stiles, Pres.-Pub. Note: (Plant in Rockville Centre.)	James E. Stiles John M. Greene	Harry L. Trietley Robert Stirrat (sp)	James E. Stiles (bm) Theodore Edson (cm)	William C. Fowley Harry S. Smith (cl)	G. P. Moyer
GENEVA 16,053	Times (e) 5,556	.045	.02	(I-R) (AP) (†) (3¢, 18¢w) (87-66)	Geneva Ptg. Co. W. A. Gracey, Pres. G. B. Williams, Pub.	W. A. Gracey		G. B. Williams J. A. Christensen (cm)	Charles Abbey Frank Abbey (n)	
GLENS FALLS 18,531 21,220 (ABC City)	Post-Star (m) 10,287	...	...	(D)	Glens Falls Post Co.	Ralph Knight (me-m)	Edward Sherman (m)	A. P. Irving	Walter J. Brennan	A. Hamel
	Times (e) 7,592 Combined daily (me) 17,879	... .08	... .08	(R) (AP) (†) (J) (3¢, 18¢w, 75¢m, $2) (67)	J. Edward Singleton, Pres.	Claude Fox (me-e)	Earl Hitchcock (e) Don Cunnion (sp-m) Harry Wallace (sp-e)	R. A. Newton (bm) H. H. Strong (cm)	R. A. Newton (n) Edgar M. Frink (cl)	L. Calkins (j)
GLOVERSVILLE & JOHNSTOWN 33,900	Herald (m) 4,293 Leader-Republican (e) 7,694 Combined daily (me) 11,987	... ... .07	... ... .057	(R) (AP) (J) (4¢, 24¢w, $2.75) (none)	William B. Collins Co. Mrs. Julia Ormiston, Pres.		R. B. Patterson (e) W. T. Hine (m)	Frank L. Rogers Ed. H. Mills (bm) Wm. Minnock (cm)	Herman Rhode Edw. Benjamin (cl)	Edward Bovee (j)
HERKIMER 10,446	Telegram (e) 5,478	.035	.035	(I-R) (UP) (†) (J) (3¢, 15¢w, $2) (81)	Telegram Pub. Co. W. P. Small, Pres.-Pub.	Wesley P. Small	L. E. Burdick (news)	W. T. Manion (bm) Robt. M. Manion (cm)	Jos. D. Ashley	Thomas Partlon R. Schindler (j)
HORNELL 16,250	Tribun (e) 7,966	.05	.04	(I) (AP) (†) (ROP-3) (J) (3¢, 18¢w, $1.80) (120)	W. H. Greenhow Co. Olive G. Buisch, Pres.	Miss S. Mabel Womboug A. F. Dralle (me)	Quentin R. Mott W. H. Fleming (sp)	Olive G. Buisch R. J. Crane (cm)	E. Stanley Copeland Jr.	A. H. Howard Raymond O. Wilson (j)
HUDSON 12,437	Register (e) 2,920	...	...		Record P. & P. Co. Raymond D. Kennedy, Pres.	Pierre L. Dolan R. D. Kennedy (me)	P. L. Dolan D. Wagoner (sp)	W. S. Decker (bm) Vincent Blair (cm)	Chas. Ness W. S. Decker (n)	
	Star (m) 2,990 Combined daily (me) 5,910	... .06	... ...	(R) (UP) (J) (3¢) (104)	Republican Corp. E. C. Van Loan, Pres.-Pub.	Henry M. James Frank L. Kent	Roland E. Miller		H. J. Batsch	E. R. Aldbeck
ITHACA 20,708	Journal (e) 8,548	.05	.061	(I) (AP) (†) (3¢, 18¢w, $2.25) (78)	Journal-News, Inc. Frank E. Gannett, Pres. Harry G. Stutz, Pub.	Harry G. Stutz	Wm. J. Waters (news)	Donald Simmonds (bm) G. G. Tucker (cm)	L. S. Pickering Robert Wahl (cl)	

(Continued on page 61)



GANNETT NEWSPAPERS The Rochester Times-Union, The Rochester Democrat & Chronicle, The Hartford, Conn., Times, The Elmira Star-Gazette, The Elmira Advertiser, The Elmira Telegram, The Utica Observer-Dispatch, The Utica Daily Press, The Ithaca Journal, The Newburgh News, The Beacon News, The Albany Knickerbocker News, The Ogdensburgh Journal, The Plainfield, N. J., Courier-News, The Olean Times-Herald, The Malone Telegram, The Danville, Ill., Commercial News, The Saratoga Springs Saratogian, The Massena Observer.

J. P. McKinney and Son—New York, Chicago, San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
JAMAICA—This is in Queens Borough, a part of New York City. See latter for newspaper listing.										
JAMESTOWN 45,155	Journal (e) 10,695	.045	.03	(I-R) (AP) (†) (3¢, 18¢w, $2) (81)	Journal Ptg. Co. H. M. Hall, Pub.	John A. Hall (me)	E. B. Briggs Geo. F. Dodds (sp)	Henri M. Hall Edw. D. Eckman (cm)	Levant M. Hall H. M. Hall (n) J. S. Metcalfe (cl)	
	Post (m) 13,243	.05	.03	(R) (AP) (†) (3¢, 18¢w, $2) (104)	Post Pub. Co., Inc Mrs. Ralph C. Sheldon, Pres.	J. Harold Swanson	George Williamson Waite Forsyth (sp)	J. H. Swanson J. Robert Nelson (bm) Garwood Gilbert (cm)	O. W. Bunting J. R. Nelson (n) L. E. Fox (cl)	
KINGSTON 28,088	Freeman (e) 9,746	.06	.029	(R) (AP) (†) (J) (4¢, 18¢w, $1.75-$2) (104)	Freeman Pub. Co. Lucia deL. Klock, Pres.	Louis R. Netter (me)	Richard O. Gruver Joseph Kelly (sp)	Harry duB. Frey Eugene Cornwell (cm)	Harry duB. Frey (n) Violet Britt (cl)	J. E. Connelly Arthur C. Patmore(j)
	Leader (m) 4,496	.035	...	(D) (UP) (†) (J) (3¢, 18¢w, $1.50) (39)	Leader Co., Inc. M. L. Comerford, Pres.	Nathan Markson Ira V. D. Warren (me)	Nathan Markson Chas. Tiano (sp)	Ira V. D. Warren G. Bruck (cm)	Floyd Edinger Ira V. D. Warren (n) Louis Steketee (cl)	Earl Gedney Ira Mickel (j)
LITTLE FALLS 11,105	Times (e) 5,503	.035	...	(I) (AP) (†) (J) (3¢) (120)	Crowley Pub. Corp. John Crowley, Pres.-Pub.	John Crowley John B. McGuire, Jr. (me)	John B. McGuire, Jr.	John Crowley K. F. Crowley (bm) John S. Hughes (cm)	John S. Hughes	C. D. Crowley J. B. McGuire, Sr.(j)
LOCKPORT 23,160	Union-Sun & Journal (e) 7,869	.05	.032	(I) (AP) (†) (3¢, 75¢m, $2.10) (104)	Union-Sun & Journal, Inc. E. D. Corson, Pres.-Pub.	T. E. Brundage (me)		S. E. Wendel (bm) C. H. Palmeter (cm)	R. J. Sharkey S. E. Wendel (n)	A. J. Clark
LONG ISLAND CITY—This is in Queens Borough, a part of New York City. See latter for newspaper listing.										
MALONE 8,657	Telegram (e) 4,602	.045	.036	(R) (AP) (†) (18¢w, 75¢m, $2) (78-9)	Malone Telegram, Inc. F. E. Gannett, Pres.	Douglas N. Callander	Del. Forkey S. B. Ferris (sp)	Leon L. Turner	Leon L. Turner	Leon L. Turner
MAMARONECK 11,766	Times (e) 3,407	.035	...	(I) (AP, WCN) (†) (5¢, 20¢w) (67)	Mamaroneck-Larchmont Pub. Co., Inc. G. P. Forbes, Pres.	Richmond Campbell (me)	Charles A. King (sp)	Geo. P. Forbes W. L. Fanning (bm) C. Glen Winger (cir-dir) Wallace E. Cardwell (cm)	Stanley G. Lehigh A. H. Francis (n)	J. H. Potter (comp) C. Frederickson (mech.)
MEDINA 6,011	Journal-Register (e) 2,366	.03	.03	(I-R) (†) (2¢, 10¢w, $1.25) (40)	Daily Journal Pub. Co. A. L. Waters, Pres.	A. L. Waters	Ellis James R. H. Olds (sp)	A. Donvito (cm)	R. Fisher V. Rich (cl)	E. Bidell
MIDDLETOWN 21,276	Times-Herald (e) 9,269	.05	.05	(I) (UP) (†) (J) (5¢, 25¢w, $1m, $3) (104)	Orange County Independent Corp. E. R Harriman Pres. Chas E. Koons, Pub.	Geo. L. Seese Wm. J. Embler	Wm. J. Embler H. De Freitas (sp)	Chas. E Koons John J. Decent (bm)	John J. Decent	Geo. Sherrill
MOUNT VERNON 61,499	Argus (e) 11,061	.06	...	(I) (AP, WCN) (†) (5¢, 20¢w) (67)	Westchester Newspapers, Inc. J. Noel Macy, Pres.	Robert Roth (me)	Jack Wertis (sp)	Arthur C. Saunders W. L. Fanning (bm) C. Glen Winger (cir-dir) S. E. Lovas (cm)	Leslie Schildein A. H. Francis (n) E. A. Rietzel (cl)	C. Frederickson
NEWBURGH 31,275	News (e) 12,514	...	...	(I) (UP) (†) (J) (5¢, 25¢w, $1.m, $3.25) (78)	Newburgh News Ptg. & Pub. Co. F. E. Gannett, Pres. F. H. Keefe, Pub.	C. D. Myers (me)	Christie Brooks Steve Hopkins (sp)	F. H. Keefe Harry Cohen (bm) Charles Curry (cm)	Harry Cohen Irving Knox (cl)	J. D. McIntosh J. H. McCausland (j)
BEACON 11,933	News (e) 3,203	...	...							
	Combined daily (me) 15,717	.09	...							
NEW ROCHELLE 54,000	Standard Star (e) 10,318	.05	...	(I-R) (AP, WCN) (†) (5¢, 20¢w) (67)	Westchester Newspapers, Inc. J. Noel Macy, Pres.	E. Miller (me)	Stanley Turner (sp)	Chas. H. Griffin W. L. Fanning (bm) C. Glen Winger (cir-dir) Geo. Kullman (cm)	Guy Capacel A. H. Francis (n) Alfred Sorge (cl)	R. Campana (comp.) C. Frederickson (mech.)

New York City (6,930,406; 7,512,509 A. B. C. city)

BRONX BOROUGH, 1,265,258 (1,800,000 City Zone)

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BRONX	Home News (e) 107,338	.33	.20	(I) (UP) (†) (J) (2ed, 5¢S, $1.25d, $3S)	Bronx Home News Pub. Co., Inc. J. P. FitzMaurice, Pres.	Harry Goodwin	Harry Parsons Harold Singer (sp) Wm. Germaine (Su)	J. P. FitzMaurice (gm-cm) Chas. S. Horgan (bm)	S. S. Model Jos. Gallagher, (cl)	Arthur Sullivan (j)
	Sunday edition (S) 108,250	.33	.20	(none)						

BROOKLYN BOROUGH, 2,560,401 (3,639,530 City Zone)

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
	Citizen (e) 31,951	.15	.15	(D) (UP) (2¢, 50¢m, $1.) (69)	David J. McLean, Pres.-Pub.	Solon Barbanell James J. Dempsey	Arthur Busch Wm. Granger (sp)	Edward F. Seixas (bm). Michael C. Liana (cm)	P. J. Flannery William J. Punch (n) J. Hawthorne (cl)	C. J. Marquart
	Eagle (e) 95,644	.30	.15	(I-D) (AP, UP, SN) (†) (ROP-4) (J) (18¢w, $2.35) (13)	F. D. S. Corp. Frank D. Schroth, Pres.-Pub.	Edwin B. Wilson Horace Posey (me)	Howard Swain James Wood (sp) Floyd Barger (Su)	W. F. Crowell (bm) F. P. Gallagher (cm)	John Cleary Wm. J. Tate (cl)	S. J. Lambert John Behner (j)
	Sunday edition (S) 87,902	.30	.15							

MANHATTAN BOROUGH, 1,867,312

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
	Journal & American (e) 609,407	1.00	.45	(I) (INS, AP) (†) (ROP-3) (3ed, 5¢Sat, 10¢S, $2.35d, $4 Sat, $7.50S) (12)	New York Eve. Journal, Inc. W. R. Hearst, Jr., Pres.-Pub.	Wm. A. Curley R. Wiley	Paul Schoenstein Max Kase (sp) E. D. Coblentz (Su)	Walter A. Young T. E. J. Crowley (bm)	Walter Merrill J. A. Finneran (cl)	T. E. J. Crowley
	Sunday American (S) 995,182	1.00	.40							
	American Banker (m)	...	...	(I) (J) (none)	American Banker, Inc. Chas. Otis, Pres.	C. B. Axford A. Bailey-Blanchard		Upton E. Liptrott (bm)	U. E. Liptrott (bm) W. C. Bruchlos (legal)	Geo. Lee
	Bond Buyer (m)	...	...	(none)	Chas. Otis, Pres.	Sanders Shanks, Jr.		Chas. Otis (bm) G. W. Carey (cm)	W. T. Hall, Jr. (n)	Geo. Lee
	Herald Tribune (m) 346,783	.72	...	(I-R) (AP, UP, SN, CNY) (*S) (124-96-28)	New York Tribune, Inc. Ogden Reid, Pres.	Ogden Reid Grafton S. Wilcox	L. S. Engelking Stanley Woodward (sp) Jos. S. Evans, Jr. (Su)	Howard Davis (bm) K. R. Winslow (cm)	William E. Robinson (ad-dir) Daniel E. Provost (n) Louis L. Heaton (cl)	A. H. Burns
	Sunday edition (S) 527,759	.79	...							
	Journal of Commerce (m)	...	...	(I) (UP) (none)	Journal of Commerce Corp. Joseph E. Ridder, Pres. A. R. Sharton, Pub.	Jules I. Bogen	Arthur Krahmer	Alexander R. Sharton K. F. Kirschoffer (cm)	Fred McAllister	A. M. Watson
	Mirror (m) 768,376	.90	...	(I) (AP, UP, INS, SN) (*S) (2¢1 city, 3¢ city, 5¢S) (26a-71b)	Daily Mirror, Inc. Chas. B. McCabe, Pres.-Pub. R. H. Johnson (Asst. Pub.)	Jack Lait Hinson Stiles	Selig Adler Dan Parker (sp) Jack Lait (Su)	J. F. Cullen (bm) P. A. Bloom (cm)	J. W. Egan (ad-dir) Walter Rompel (dir. of mag. comic & nat. adv.) James A. Beatty (n)	
	Sunday edition (S) 1,467,385	$1.25	...							
	Morning Telegraph (m)	.26	...	(UP) (INS) (25¢) (none)	Triangle Press, Inc.	James Milner Lewis M. Clarke	Edw. Berger Ira Seebacher (sp)	Kenneth Friede Geo. Matheis (bm) Bernard Fromberg (cm)	Will Gordon	F. Goldschmidt
	Sunday edition (S)	.26	...							
	News (m) 1,880,370	$1.65	.85	(I) (AP, UP, CT) (*S) (†) (J) (2ed, 5¢S) (46-45)	News Syndicate Co. Inc. J. M. Patterson, Pres.	Richard W. Clarke (me)		R. C. Holliss F. M. Flynn (bm) Max Annenberg (Cir. Dir.)	H. B. Sherwood (n)	A. C. Smith Nobert Berger (j)
	Sunday edition (S) 3,383,435	$1.65	.85							
				(Note—Rates shown for Metropolitan Editions only. $2.15 full run—Sunday general rate.)						
	Post (e) 235,625	.45	...	(I) (AP, UP, NYCN, SN) (3¢, $2.35) (76)	New York Post, Inc. Geo. Backer, Pres.-Pub.	Harry B. Nason, Jr. (me)	Walter Lister Gerald Rosa (sp)	Wesley W. Garver (bm) J. Getleson (cm)	Winn J. Eller (ad-dir) Paul Saraven (dir. sales & prom.) M. H. Sloman (loc) C. L. Starr (n) Natt Getlin (cl)	
	Saturday edition (Sat.) 180 393	...	...							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK CITY—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
	Sun (e) 295,807	.65*	.30**	(I) (AP) (3¢, $2.35) (7-24-133)	New York Sun, Inc. Wm. T. Dewart, Pres.-Pub.	Frank M. O'Brien. Keats Speed	Edmond Bartnett. Wilbur Wood (sp)	E. S. Friendly (bm). Jas. E. Hasenack (cm)	H. B. Fairchild. E. A. Sutphin (n) H. L. Goldman (cl)	J. E. Martin
					(*Note: 50,000 line rate, **500,000 line rate. ROP National rate 76¢ per line.)					
	Times (m) 474,277	.83	...	(I-D) (AP, UP, NANA) (*S) (3¢, 10¢S, $2.25-$7.50) (134)	New York Times Co. Arthur H. Sulzberger, Pres.-Pub.	Charles Merz. Edwin L. James	David H. Joseph. Raymond Kelly (sp) Lester Markel (Su)	Julius Ochs Adler (V.P. & G.M.) Wm. B. Schleigh (cm)	Don U. Bridge (ad-dir) Max Falk (n) C. M. Carroll (cl)	C. J. Strang
	Sunday edition (S) 788,997	$1.11	...							
	Wall St. Journal (m) 27,763	.42	.22	(I) (AP, UP, RA, DJ) (7¢)	Dow Jones & Co., Inc. K. C. Hogate, Pres.	Wm. H. Grimes (me)	Edw. Costenbader.	K. C. Hogate. Wm. T. Devlin (bm) R. H. O'Hair (cm)	R. M. Feemster. R. E. Evans (cl)	D. O'Connell
	World-Telegram (e-ex Sat) 412,586	.78	.37	(I) (UP, AP, SN, NYCN) (†) (3¢, $2.35) (111)	N. Y. World-Telegram Corp. R. W. Howard, Pres.	Roy W. Howard. Lee B. Wood (exec-ed)	B. O. McAnney. Joseph Val (sp)	W. W. Hawkins. H. S. Macmeish (bm) T. J. Dowling (cir-dir) A. B. McLean (cm)	H. J. Fletcher (ad-dir). F. Williamson (local) Vernon Brooks (n) Chas. Schwat (cl)	W. R. Skehan (comp.) W. J. Robinson (press) L. H. Conley (stereo) T. Finn (engrv.)
	Saturday edition (Sat.) 320 928	...	...							

QUEENS BOROUGH, 1,079,129

City Population	Name of Newspaper, Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ELMHURST	Register (m)	.....	.08	(I-D) (†) (J) (90)	L. Warren Ingalls.	L. Warren Ingalls. E. William Lewis	L. H. Ingalls.	A. H. Ingalls (bm). Nicholas Clute (cm)	E. W. Lewis. L. W. Ingalls (n) Nicholas Clute (cl)	C. W. Howell
JAMAICA 554,966 (City Zone)	Long Island Press (e) 86,562	.20	.28	(I) (UP) (†) (3¢d, 5¢ Sat., $2.35d, $4 Sat.) (102)	L. I. Daily Press Pub. Co., Inc. William F. Hofmann, Pres.-Pub.	Philip Hochstein. Norman Newhouse	Edward Gottlieb. Mike Leibowitz (sp)	Wm. F. Hofmann. Victor Worland (cm)	T. Newhouse. Frank Reis (n) T. Newhouse (cl)	W. Hofmann
	Queens Evening News (e) 13,151	.10	.10	(I-R) (UP) (†) (2¢) (39)	Queens County Evening News, Inc. E. E. Early, Pres.-Pub.	E. E. Early. A. G. Doyle (me)	Royal R. Riley. Harold Montgomery	Wm. T. Tooker. Joseph Fazio (bm) Geo. K. Burnside (cm)	Wm. T. Tooker. J. R. Kelly (cl)	W. T. Millhagen
LONG ISLAND CITY 590,229 (City Zone)	Star-Journal (e) 40,867	.15	.16	(I) (UP) (†) (3¢, 18¢w, 75¢m, $2.35) (none)	Newspaper Enterprises, Inc. W. F. Hofmann, Pres.-Pub.	Gene Farrell (me)	Gus Gill. Robt. Mann (sp)	T. Newhouse. Victor Worland (cm)	T. Newhouse. H. E. Schehr (n) Harold Newhouse (cl)	Jacob Pike
RIDGEWOOD 158,888 (City Zone)	Long Island Advocate (e) 11,090	.10	.10	(I) (†) (J) (2¢, 10¢w, 40¢m, $1) (90)	L. I. Daily Advocate, Inc. Wm. E. Weiler, Pres.-Pub.	Louis E. Reichhold.	Frank Sherkel. Jack Schwartz (sp)	Albert H. Horeis. Albert Jaeger (cm)	Wm. E. Hank. R. W. Simmonds (n) Anne Petrelli (cl)	J. Wm. Maass Edw. Anderson (j)

RICHMOND BOROUGH, 158,346

City Population	Name of Newspaper, Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
STATEN ISLAND 158,346	Advance (e) *28,363	.10	...	(I-D) (UP, INS) (†) (3¢, 18¢w, 85¢m, $2.35) (none)	Advance Co., Inc. S. I. Newhouse, Pres.	Dan Harper.	Harold Howell. Hal J. Squier (sp)	Theo. Newhouse (bm). John M. Kearns (cm)	Frank Rock. Frank Reis (n) Geo. Baugher, Jr. (cl)	Frank Parker

(Note: *ABC audit report 12 mos. endings June 30, 1939)

NEW YORK STATE—Continued

City Population	Name of Newspaper, Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
NIAGARA FALLS 75,460	Gazette (e) 22,389	.08	.08	(I-R) (AP, UP) (†) (3¢, 18¢w, $2.10) (67)	Gazette Pub. Co. A. C. Deuel, Pres.-Pub.	N. Franklin Maddever.	Lee Gooding. M. Quinlan (sp)	Alanson C. Deuel. C. C. Frost (cm)	Robert T. Harrold. Alan Stambusky (cl)	W. L. Kester L. C. Chandler (j)
THE TONAWANDAS NORTH TONAWANDA & TONAWANDA 31,700	News (e) 3,988	.04	.04	(I-R) (UP) (†) (3¢, 18¢w, 72¢m, $2) (39)	Tonawanda Pub. Corp. Chas. E. Hewitt, Sr. Pres.-Pub.	Chas. E. Hewitt, Sr. Edwin H. Hewitt	Edwin H. Hewitt. E. T. Hitchcock (sp)	Chas. E. Hewitt, Sr. Chas. E. Hewitt, Sr. (bm) H. E. Wagg (cm)	Cecil Cutting. Chas. E. Hewitt (n) A. Pasciak (cl)	Wm. Eisaesser
NORWICH 8,377	Sun (e) 3,010	.03	.021	(I-R) (AP) (†) (J) (3¢, 18¢w, 75¢m, $2) (14)	Norwich Pub. Co., Inc. Edw. H. Clark, Pres.	P. L. Clark. Edw. H. Clark	W. E. Bellinger. Perry Browne (sp)	Edward H. Clark. Glenn Clayton (cm)	Claude Page. Lyel Montgomery (n) E. W. Wilcox (cl)	J. A. Haynes
NYACK 5,398 8,466 (City Zone)	Journal-News (e) 5,936	.045	...	(I) (INS) (†) (3¢, 18¢w, 75¢m, $2) (39)	Rockland County Corp. Chas. J. Hardy, Jr., Pres.-Pub.	Walter E. Williams.	Norman Baker (sp).	Frederick R. Miller. Martin Magai (cm)	Daniel Nemeth.	.....
OGDENSBURG 16,915	Advance-News (m) 3,490	.04	.03	(D) (UP) (†) (J) (3¢d, 5¢S, 10¢w, $2) (32)	Advance Co. Fred H. Kury, Pres.-Pub.	R. Roger Orr.	R. Roger Orr (ce-Su). Wm. Pearson (sp)	J. R. Brandy. Ray E. Hauk (cm)	Ralph Mitchell. Robt. Lang (cl)	R. Mitchell
	Sunday edition (S) 3,850	.05	.04							
	Journal (e) 5,068	.05	.04	(I-R) (AP) (†) (J) (3¢, 18¢w, $2) (78)	Northern N. Y. Pub. Co., Inc. F. E. Gannett, Pres. F. R. Little, Pub.	Franklin R. Little Charles S. Cantwell	Chas. S. Cantwell. Frank Mason (sp)	Franklin R. Little Hugh B. Lancaster (bm) Nelson Weighill (cm)	Maurice B. Mitchell. F. R. Little (cl)	Wm. E. Gallagher E. G. Brown (j)
OLEAN 21,790	Times Herald (e) 10,940	.06	.04	(I) (UP) (†) (J) (3¢, 18¢w, 72¢m, $2, $2.10) (78)	Times-Herald Corp. M. G. Fitzpatrick, Pres.-Pub.	H. R. Helsby.	John Morton. Wm. Schnettler (sp)	E. B. Fitzpatrick (bm). George Hill (cm)	J. J. Crowley. H. A. McCaul (n) J. Robert Neiler (cl)	N. G. Steitz Michael Zoghibe (j)
ONEIDA 10,558	Dispatch (e) 3,302	.03	.02	(R) (UP) (†) (J) (2¢, 12¢w, 50¢m, $1) (81)	Dispatch Corp. Winthrop S. Tuttle, Pres.-Pub.	H. D. Nims.	Torrey Cruthers.	Walter E. Pardoe (bm-cm)	John K. Sheehy.	L. W. Farrington J. C. Gleason (j)
ONEONTA 12,536	Star (m) 8,740	.045	.03	(I) (AP) (†) (J) (3¢, 18¢w, 70¢m, $1.50) (120)	Otsego Pub. Co., Inc. Francis A. Lee, Pres.	Francis A. Lee.	A. M. Learned. J. G. Gunthrup (sp)	F. M. H. Jackson (bm). F. M. Shippey (cm)	H. C. Batsch. B. O. Mason (cl)	A. L. Irish J. L. Leal (j)
OSSINING 15,241	Citizen-Register (e) 3,173	.03	...	(I-R) (AP,UP, WCN) (†) (5¢, 25¢w) (67)	Westchester County Pub., Inc. J. Noel Macy, Pres.	Joseph L. Naar (me)	James Woodworth (sp).	W. L. Fanning (bm). C. Glen Winger (cir-dir) Robt. Crawford (cm)	Paul A. Lucas. A. H. Francis (n) M. Permar (cl)	James Doolittle (comp) C. Frederickson (mech)
OSWEGO 22,652	Palladium-Times (e) 12,576	.06	.05	(I) (AP) (†) (ROP-1) (J) (4¢, 20¢w, 88¢m, $2.50) (104)	Palladium-Times, Inc. Clark Morrison, Pres. E. M. Waterbury, Pub.	J. M. Gill. C. T. Leighton	Clark Morrison. Russell Gill (sp)	E. M. Waterbury (bm). J. E. Steinburg (cm)	Sydney Lerman. E. B. Dalgaard (n) L. E. Wise (cl)	E. J. Shea G. C. Miller (j)
PEEKSKILL 17,125	Star (e) 5,432	.035	.025	(I) (AP, WCN) (†) (3¢, 18¢w) (67)	Star Corp. Donald F. Ikeler, Pres.	E. J. Albertson (me)	J. Donald Albertson. James Napier (sp)	Donald F. Ikeler (bm). Max Feldman (cm)	Geo. Levinton. A. H. Francis (n) Jean Macaulay (cl)	R. Ogden
PLATTSBURGH 13,349	Press (m) 3,876	.04	.03	(I-R) (AP) (†) (3¢, 15¢w, 50¢m, $1.75) (120)	Sentinel Pub. Co., Inc. M. M. Dunphy, Pres.-Pub.	Thomas H. Weldon.	Harold Weldon. Paul Otis (sp)	Wm. M. Lynch. Leo Provost (cm)	Leon Coulbron. Wm. M. Lynch (n)	P. McLeod
	Republican (m) 6,003	.04	.025	(D) (†) (15¢w, 60¢m, $1.50) (25)	Republican Pub. Co. J. W. Davern, Pres. Thomas M. Farrell, Pub.	Stephen Harnett.	M. Learned. T. Douglas (sp)	Thos. M. Farrell. M. H. Farrell (cm)	T. M. Farrell. Agnes Raul (cl)	Ed. Buska
PORT CHESTER 22,662	Item (e) 7,092	.045	...	(I) (AP, WCN) (†) (5¢, 20¢w) (67)	Item Publishers, Inc. J. Noel Macy, Pres.	E. J. Hughes (me)	Laurence Angel. Wm. Taylor (sp)	E. J. Hughes. W. L. Fanning (bm) C. Glen Winger (cir-dir) R. W. Hepp (cm)	B. P. Sprague. A. H. Francis (n) R. A. Zeh (cl)	D. H. McCracken (comp) C. Frederickson (mech)
PORT JERVIS 10,243	Union-Gazette (e) 2,447	.03	...	(I) (AP) (J) (104)	Tri-States Pub. Co., Inc. F. D. Salmon, Pres.-Pub.	F. D. Salmon.	Albert Stage. Henry Millspaugh (sp)	Fred D. Salmon (bm). W. R. Happ (cm)	W. R. Happ. F. D. Salmon (n)	F. W. Schlund Jos. Eress (j)

(Continued on page 65)

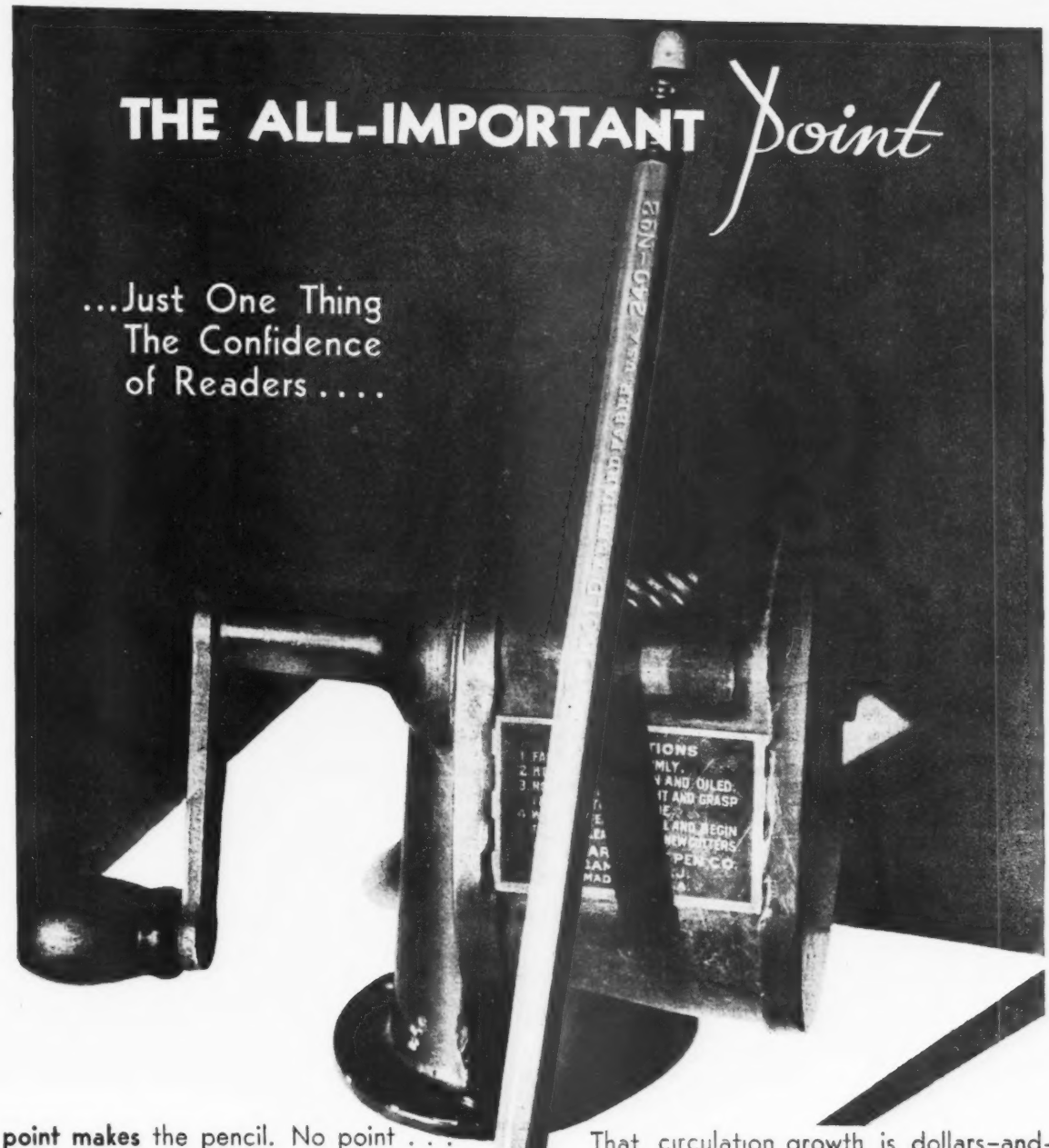
CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
POUGHKEEPSIE 40,228	Eagle-News (m) 3,111	...	...	(I-R) (AP) (†) (3¢, 15¢w, $2) (67)	Platt & Platt, Inc. Mrs. A. A. Parks, Pres.-Pub.	Clifford J. Nuhn (ed) Richard E. Coon (exec-ed)	Ray G. Walter Edwin Rozell (sp)	Ernest L. Owen Robert J. Taylor (cm)	Robt. K. Drabble Will Todd (n) Walter F. Doescher (el)	Frank Jacobs
	Star & Enterprise (e) 14,418 Combined daily (me) 17,529	... .09	... ...	(I) (AP) (†) (4¢, 20¢w, $3) (67)	Poughkeepsie Pub. Corp. Edw. E. Perkins, Pres. Mrs. A. A. Parks, Pub.	Richard E. Coon (exec-ed)	Clifford J. Nuhn Edwin Rozell (sp)	Ernest L. Owen Robert J. Taylor (cm)	Robt K. Drabble Will Todd (n) Walter F. Doescher (el)	Frank Jacobs
	Sunday Courier (S) 10,982	.08	...	(I) (WP) (†) (8¢, $6.50) (62)	Courier Pub. Corp. Merritt C. Speidel, Pres. Edw. A. Chappell, Pub.	Perry J. Walsh	Samuel Horton Jos. McCaffrey (sp) Perry Walsh (Su)	Edw. A. Chappell Dale McLaughlin (bm) Harold Cassill (cl)	N. L. Kellenberger Donald Overly (el)	J. J. Merte
ROCHESTER 328,132	Democrat & Chronicle (m) 80,795 Sunday edition (S) 109,375	... .30	... ...	(R) (AP, UP, INS) (*S) (†) (J) (3¢d, 10¢S) (78)	Gannett Co., Inc. F. E. Gannett, Pres.-Pub.	H. W. Sanford Joseph T. Adams (me)	Wilbur G. Lewis (ce-day) Norris Vagg (ce-nght) Elliott Cushing (sp) Clifford Carpenter	E. R. Davenport Neal Murphy (bm) Jas. H. Gorman (cm)	S. A. Schwarz Irving Fitch (n) A. T. Powderley (el)	J. A. Burke J. V. Mooney (j)
	Times-Union (e) 93,620 Combined daily (me) 174,415 Evening & Sunday (eS) 202,995	... .40 ...	.125	(I) (UP, AP, INS) (†) (3¢, 18¢w, $2) (78)	Gannett Co., Inc. F. E. Gannett, Pres.-Pub.	Frank E. Gannett L. R. Blanchard	Abe Miller Matt Jackson (sp)	E. R. Davenport F. A. Glover (bm) Frank Roberts (cm)	L. N. Bitner I. A. Fitch (n)	John A. Burke
ROME 32,388	Sentinel (e) 9,958	.06	.044	(I-D) (AP) (†) (ROP-1) (J) (3¢, 18¢w, $2.26) (40)	Sentinel Co. A. R. Kessinger, Pres.-Pub.	A. R. Kessinger F. E. Kessinger	Fritz S. Updike Mark Marriott (sp)	B. C. Barnard Truman Kahler (cm)	W. P. Doyle	R. P. Wilson O. L. Liddell (j)
SALAMANCA 9,576	Republican-Press (e) 2,340	.03	.03	(I-R) (AP) (†) (J) (3¢, 15¢w, $1.50) (40)	B. B. & M. Weber	Matthew Weber	John L. F. King Paul Taylor (sp)	Matthew Weber B. B. Weber (bm) Carol W. Austin (cm)	John Alden	A. F. Baldwin
SARANAC LAKE 8,020	Adirondack Enterprise (e) 2,427	.035	...	(I-R) (AP) (105)	John S. Ridenour	R. L. Stewart (news)	.....	J. S. Ridenour (bm) Elliott Dysinger (cm)	O. S. Allen (n)	C. Proctor
SARATOGA SPRINGS 13,169	Saratogian (e) 9,625	.05	.043	(I-R) (AP) (†) (J) (3¢, 18¢w, $2.25) (78)	Saratogian, Inc. F. E. Gannett, Pres.	W. Howard Moody	Winfield S. Hill John Jones)sp)	Arthur D. Hecox Thomas J. Quilty (cm)	Wm. G. Kern Mark Collins (n) Sarah Pierce (el)	S. Wetherhold Wm. Bradshaw (j)
SAUGERTIES 4,060	Post (e) 902	.018	...	(I-R) (J) (2)	Telegraph P. & P. Co. M. E. Carn, Pres.	Joseph W. Frankel	Geo. E. DuBois	J. W. Frankel (bm)	J. W. Frankel	Geo. W. Martin (j)
SCHENECTADY 95,692	Gazette (m) 25,253	.07	.05	(I-D) (AP, UP) (†) (J) (3¢, 18¢w, $2) (106)	Gazette Co., Inc. A. N. Liecty, Pres.	Geo. A. Lindsay (nght). Dudley T. Hill (me)	Louis H. Stolz (sp)	A. N. Liecty Elmer Laycock (cm)	J. G. Green (adv-dir) J. W. Eddy (loc.) E. P. Blanchard (el)	A. J. Pauley Harlow Delaney (j)
	Union-Star (e) 22,705	.07	.05	(I-R) (AP, UP, INS) (†) (J) (3¢, 18¢w, $2) (67)	Union Pub. Co. C. W. Callanan, Pres.	Philip H. Wertz	P. Harold Bradley Daniel J. Duval (sp)	Paul L. Gross K. L. Butler (cm)	P. M. Hart E. R. Cullings (n) D. R. Hathaway (el)	G. Wolfgang D. A. Spencer
SYRACUSE 209,326 217,312 (City Zone)	Herald-Journal (e) *96,629 Herald-American (S) *172,217	.25 .30	.10 .10	(I) (AP, UP, INS) (†) (5¢d, 10¢S, 20¢wd, 30¢w, d & S, $3.50d, $8S) (11)	Herald Co. Mary E. Jenkins, Pres. E. A. O'Hara, Pub.	Frank W. Clark (me)	Robert D. Chryst L. J. Skiddy (sp) Frank W. Clark (Su)	Geo. W. O'Hara (bm) James M. Armstrong (cm)	Walter Bligh Robert O. Smith (n) J. J. Haggerty (el)	E. F. Sniffen
	*Note: Circulations for period of July 24 to Sept. 30, 1939.									
	Post-Standard (m) *67,746 Sunday edition (S) *80,509	.20 .20	.10 .10	(R) (AP, NANA) (*S) (†) (ROP-3) (3¢d, 10¢S, 18¢wm, 80¢mm, $2.75m, $7.25S) (67)	Post-Standard Co. J. D. Barnum, Pub.	Horace P. Bull (me)	A. V. Brewster Wm. Reddy (sp) Wm. Tuckley (Su)	J. D. Barnum A. J. Gordon (bm) Martin Miner (cm)	G. W. Ernst W. A. Dyer, Jr. (n) N. S. Cole (el)	.....
	*Note: Circulations for period of July 24 to Sept. 30, 1939.									
TARRYTOWN 6,841 14,258 (City Zone)	News (e) 2,936	.03	...	(I-R) (AP, WCN) (†) (J) (5¢, 25¢w) (67)	Westchester County Publishers, Inc. J. Noel Macy, Pres.	Wallace Odell	Edward Tunnard Geo. Duquette (sp)	Wm. J. Cannon W. L. Fanning (bm) C. Glen Winger (cir-dir) R. C. Crawford (cm)	W. J. Cannon A. H. Francis (n)	J. Doolittle (comp.) C. Frederickson (mech.) Thomas Dennis (j)
TROY 72,768 119,324 (ABC City)	Record (m) 6,244 Times-Record (e) 28,312 Combined daily (me) 34,556 Observer & Budget (S) 16,849	... ... .12 .05	... ... .10 .05	(I) (AP, UP, INS) (†) (3¢, 18¢w, 78¢m, $2) (none) (D) (UP) (†) (ROP-3) (J) (10¢, $6) (none)	Troy Record Co. D. B. Plum, Pres.-Pub. Troy Pub. Co., Inc. Frank M. Collins, Pres.	Dwight Marvin F. M. Collins	C. A. McGrath & A. T. Sliter J. J. McGrath & Roy Shudt (sp) A. A. MacNaughton Gene Hayes (sp)	F. L. York (bm) E. G. Buck (cm) Frank M. Collins Allen Markley (bm) Louis Rubin (cm)	J. A. Viger T. F. Quinn (el) S. McLaughlin F. M. Collins (n) J. E. Collins (el)	G. Hutchinson J. J. McCauley
UTICA 101,740	Observer-Dispatch (e) 35,442x Sunday edition (S) 25,325x	.12 .10	... ...	(I) (AP, UP) (†) (3¢d, 10¢S, 18¢w, 75¢m, $2.25d, $8S) (78)	Observer-Dispatch, Inc. F. E. Gannett, Pres. J. David Hogue, Pub.	W. J. Woods Joe H. Torbett (exec-ed) Vincent S. Jones (me)	Elmer Cox Stanley L. Clark (sp) M. L. Johnston (Su)	J. David Hogue A. F. Keilbach (bm) D. W. Tanner (cir-dir) A. J. Vaeth (cm)	Harry J. Benner (ad-dir) Elmer Pierce (ad-mgr.) A. F. Keilbach (n) W. M. Baaske (el)	Earl N. Hughes
	Press (m) 20,267x	.08	...	(I) (AP) (†) (3¢, 18¢w, 75¢m, $2.25) (78)	Observer-Dispatch, Inc. F. E. Gannett, Pres. J. David Hogue, Pub.	Paul B. Williams J. H. Torbett (exec-ed) Em. Evans (me)	J. W. Kelly (sp)	J. D. Hogue A. F. Keilbach (bm) D. W. Tanner (cir-dir) Cy. Favor (cm)	Harry J. Benner (ad-dir) Elmer Pierce (ad-mgr.) A. F. Keilbach (n) Wm. M. Baaske (el)	Earl N. Hughes
WATERTOWN 32,205	Times (e) 34,073	.16	...	(I-R) (AP, UP) (†) (3¢, 18¢w, $2) (none)	Brockway Co. Harold B. Johnson, Pres.-Pub.	Harold B. Johnson Harry F. Landon	Gordon W. Bryant John G. Case (sp)	Clarence M. Kendall (bm) Alton H. Adams (cm)	C. M. Kendall	J. Verne Porter
WELLSVILLE 5,674	Reporter (e) 3,320	.03	...	(R) (AP) (3¢) (69)	Reporter Co. E. Willard Barnes	E. Willard Barnes	Rae Rowan A. C. Gent (sp)	E. Willard Barnes	R. C. Cook A. C. Gent (n)	R. C. Cook
WHITE PLAINS 35,830	Reporter (e) 6,028	.045	.045	(I-R) (INS) (†) (3¢, 18¢w, 75¢m, $2.10) (12)	White Plains Pub. Co., Inc. W. Lee Tuller, Pres.-Pub.	Walter V. Hogan Wm. L. O'Donovan	Wm. L. O'Donovan Edw. Salter (sp)	W. Lee Tuller Edward A. Keeffe (bm) Hudson Mason (cm)	Edward G. Alexander Louis W. Bixby (el)	Ruben Westlund
	Dispatch (e) 5,832	.04	...	(I) (AP, WCN) (†) (3¢, 18¢w) (67)	Westchester Cty. Pub. Inc. J. Noel Macy, Pres.	Benj. Carroll (me)	Raymond Barnett Robt. O'Connor (sp)	Benj Carroll W. L. Fanning (bm) C. Glen Winger (cir-dir) Van H. Fris (cm)	Eugene Duffy A. H. Francis (n) Jack Whetstone (el)	R. Campana (comp). C. Frederickson (mech.)
YONKERS 134,696	Herald-Statesman (e) 26,014	.11	...	(I) (AP, WCN) (†) (5¢, 20¢w) (67)	Herald-Statesman, Inc. J. Noel Macy, Pres.	Oxie Reichler (me)	Wm. E. Seeley T. Worner (sp)	W. L. Fanning C. Glen Winger (cir-dir) R. M. Hoffman (cm)	H. Levy A. H. Francis (n) R. Dykes (el)	A. H. Pepper (comp.) C. Frederickson (mech.)
	Times (m) 5,642	.03	...	(I-D) (†) (J) (2¢) (87-3)	Norman H. Orr, Pub.	Thomas F. Kelly, Jr	Wm. T. McCarthy Robert Stevenson (sp)	A. P. Lyon, Jr. Jas. McCann (cm)	.....	Henry Sperle
	Record (e) 8,216 Sunday edition (S) 8,216	.04 .0715	... ...	(D) (2¢, 5¢S) (114)	Terence A. Brady	John A. Brennan	.....	John A. Brennan	T. A. Brady	.....

NORTH CAROLINA

City Population	Name of Newspaper, Circulation	Nat.	Local	Key	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASHEVILLE 50,193	Citizen (m) 22,595 Times (e) 15,980 Combined daily (me) 38,575 Citizen-Times (S) 34,085	... ... .15 .15	... ... .13 .125	(D) (AP, UP) (†) (5¢d, 10¢S, 20¢w, 85¢m) (65)	Citizen-Times Co. Chas. A. Webb, Pres.	D. Hiden Ramsey (m). Chas. K. Robinson (e) Walter S. Adams (me)	O. C. Dawkins (m) Weimar Jones (e) Paul Jones (sp-m) Dick Dashiell (sp-e)	D. Hiden Ramsey W. Randall Harris (asst. gm) J. R. Marks (cm)	Roy Philips H. M. Schachte (el)	C. Baber (comp.)
BURLINGTON 9,737	Times-News (e) 5,363	.04	.05	(I) (AP) (†) (ROP-2) (5¢, 15¢w, 65¢m) (15)	Times-News Pub. Co. D. A. Rawley, Pres. R. B. Terry & D. A. Rawley, Pubs.	Staley A. Cook (me)	Wesley Hayden (sp)	Staley A. Cook D. C. Johnson (cm)	R. M. Fonville Earl Robinette (el)	E. D. Joyner

(Continued on page 66)



The **point makes** the pencil. No point . . . you might as well try to write your message with a stick of wood.

A decade into their second successful century of publication . . . through the vicissitudes of competition, industrial expansion and contraction, and business recession and recovery, the Rochester Times-Union and Democrat and Chronicle have grown steadily and consistently in circulation.

That circulation growth is dollars-and-cents evidence of the way the people of the Rochester Market Area feel about the Rochester Times-Union and Democrat and Chronicle . . . They have had, during the last 110 years, ample opportunity to choose other papers . . . **but these** are the newspapers they have bought consistently . . . the newspapers they want . . . **the newspapers they believe in!**

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Rochester Times-Union - Democrat and Chronicle

GANNETT NEWSPAPERS

The Rochester Times-Union, The Rochester Democrat & Chronicle, The Hartford (Conn.) Times, The Elmira Star-Gazette, The Elmira Advertiser, The Elmira Sunday Telegram, The Utica Observer-Dispatch, The Utica Daily Press, The Ithaca Journal, The Newburgh News, The Beacon News, The Albany Knickerbocker News, The Ogdensburg Journal, The Plainfield (N. J.) Courier-News, The Olean Times-Herald, The Malone Telegram, The Danville (Ill.) Commercial-News, The Saratoga Springs Saratogian, The Massena Observer.

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHARLOTTE 82,675	News (e) **33,692** Sunday edition (S) **33,198** Observer (m) **78,949** Sunday edition (S) **81,412**	.10 .10 .17 .17	.09 .09	(D) (AP) (†) (J) (5¢, 20¢w, 87¢m, $2) (65) (I-D) (AP) (†) (5¢, 10¢ S, 20¢w, $2.50d, $4) (117)	News Pub. Co., Inc. W. C. Dowd, Jr., Pres.-Pub. Observer Co Curtis B. Johnson, Pres.-Pub.	J. E. Dowd B. S. Griffith Dr. J. S. Miller J. A. Parham	John G. Dickson Burke Davis (sp) E. B. Hunter (news) J. J. Wade (sp)	W. C. Dowd, Jr. E. H. Hall, Jr. (bm) J. B. Kilgo (cm) C. B. Johnson P. H. Batte (bm) H. A. Allen (sec.-treas.) J. G. Ward (cm)	I. W. Williams R. W. Snyder (n) T. K. Moore (cl) P. H. Batte H. A. Rouser (n) W. W. Moores (cl)	C. B. Capps M. F. Ellis (j) J. P. White
CONCORD 11,820	Tribune (e) **4,915** Sunday edition (S) **4,983**	.04 .04	.04 .04	(I-D) (AP, UP, NEA) (†) (5¢, 15¢w, 65¢m, $3) (14)	Concord Tribune, Inc. W. M. Sherrill, Pres.	W. M. Sherrill	Hinton McLeod, Jr. Smith Barrier (sp) W. M. Sherrill (Su)	W. M. Sherrill Zack L. Roberts (bm)	E. Ray King Ethel Honeycutt (cl)	Ruben Utley
DURHAM 52,037	Herald (m) **18,550** Sun (e) **13,138** Combined daily (me) **31,718** Herald-Sun (S) **19,322**	... ... .14 .10	... ... .08 .065	(1) (AP (†) (5¢, 20¢w-m, 15¢w-e, 85¢m-m, 65¢m-e, $2) (65)	Herald Co., Inc. C. C. Council, Pres.	L. S. Laprade (m) J. R. Barry (e) A. W. Stamey (me)	Mack Webb (ce-e) Fred Haney (ce-m) Ed. Mitchell (sp-m) Hugo Germino (sp-e) A. W. Stamey (Su)	C. C. Council D. J. Germino (bm) W. G. Carrington (cm)	M. F. Murdaugh C. C. Mulholland (cl)	J. B. Taylor and J. R. Dowd
ELIZABETH CITY 10,037	Advance (e) **6,091**	.05	...	(D) (AP) (†) (J) 5¢,15¢w, 60¢m, $2.50) (14)	Herbert Peele, Pub.	Herbert Peele Thomas Peele	John Peele Thos. Peele (sp)	Herbert Peele (gm-cm)	Mrs. Herbert Peele Miss Doroty Midgett (cl)	C. Fearing, Jr. F. E. Chory (j)
FAYETTEVILLE 13,049	Observer (e) 5,302	.04	.04	(I-D) (AP) (†) (5¢, 20¢w, 85¢m, $1.50) (14)	Fayetteville Pub. Co. C. R. Wilson, Pres.-Pub.	R. L. Gray, Jr. G. G. Myrover	F. L. Gray, Jr. Kenneth Murphy (sp)	C. R. Wilson Geo. duH. Cromartie (cm)	John Roberts, Jr. Catherine Dickson (cl)	Carl Bland
GASTONIA 17,093	Gazette (e) **7,162**	.05	.03	(I-D) (AP) (†) (5¢, 15¢w, 65¢m, $2.50) (15)	Gazette Pub. Co., Inc. Jas. W. Atkins, Pres.	Hugh A. Query Ben E. Atkins	Stewart Atkins David Gillespie (sp)	E. D. Atkins (bm) W. R. Upton (cm)	M. L. Wallis E. D. Atkins (n) Kathryn Little (cl)	O. O. Baber
GOLDSBORO 14,985	News-Argus (e) 4,727	.04	...	(I) (AP) (5¢, 15¢w, 60¢m) (25)	Goldsboro Pub. Co. Talbot Patrick, Pres.-Pub.	Talbot Patrick	.....	.....	.....	.....
GREENSBORO 53,569	News (m) **49,067** Record (e) **10,570** Combined daily (me) **59,637** News (S) **50,183**	... ... .16 .13	... ... .091 .065	(I) (AP) (†) (5¢d, 10¢S, 25¢w-m-S, 15¢w-e, $2.50m-e, $6S) (92)	Greensboro News Co. E. B. Jeffress, Pres.	Earle Godbey Jas. F. Reynolds	F. F. Hendley (ce-e) G. G. Dickson (ce-m) J. L. Leonard (sp-m) Jack Horner (sp-e)	Andrew Joyner, Jr. W. T. Corbin (cm)	P. T. Hines Geo. W. Bradham (n) H. Gaines Kelley (cl)	L. C. Penry
GREENVILLE 9,194 14,012 (1938 est.)	News-Leader (m) 3,163 Sunday edition (S) 3,163 Reflector (e) 3,096	.025 .025 .03	... ...	(D) (UP) (†) (5¢) (40) (I-D) (25)	Staton Pub. Co., Inc. J. A. Staton, Jr. D. J. Wichard, Jr.	D. W. Mosier D. J. Wichard, Jr.	....	Mrs. J. A. Staton, Jr. (bm) J. A. Staton, Jr. (cm) D. J. Wichard (bm) Mrs. C. M. Warren (cm)	D. G. Debnam S. L. Bridgers (n)	....
HENDERSON 6,345	Dispatch (e) 2,762	.025	...	(D) (†) (5¢, 15¢w, $2) (none)	Dispatch Co., Inc. Henry A. Dennis, Pres.	Henry A. Dennis	Henry A. Dennis Robt. M. Falkner (sp)	M. L. Finch (bm) Robt. M. Falkner (cm)	M. L. Finch	L. E. Cansler
HENDERSONVILLE 5,070	Times-News (e) 2,850	.03	...	(I-D) (UP) (†) (5¢, 15¢w, 50¢m) (63)	Times-News Co., Inc. J. T. Fain, Pres.	J. T. Fain C. M. Ogle	Henry Atkin J. T. Fain, Jr. (sp)	J. T. Fain G. R. Fain and C. H. Ogle (bm) Geo. R. Fain (cm)	C. M. Ogle	J. B. Creech
HICKORY 10,776	Record (e) 6,830	.04	.04	(I-D) (AP) (†) (5¢, 15¢w, $2.50) (122)	Hickory Record, Inc. J. C. Miller, Pres. L. C. Gifford, Pub.	L. C. Gifford E. H. Smith, Jr.	Ellen Hough Wake Bridges (sp)	L. C. Gifford Harold Smith (cm)	R. W. Wood L. C. Gifford (n) Helen Clinton (cl)	E. Honeycutt
HIGH POINT 36,745	Enterprise (e) **10,312** Sunday edition (S) **10,482**	.06 .06	.06 .06	(I) (AP) (†) (5¢, 20¢w, 90¢m, $2) (15)	R. B. Terry, Pres. D. A. Rawley & R. B. Terry, Pubs.	C. M. Waynick	John Mebane Soc Chakales (sp)	H. A. Cecil Chas. Loflin (cm)	C. W. Patterson, Jr. D. A. Rawley (n) E. G. Jarvis (cl)	H. W. Mathews
KANNAPOLIS 12,710	Independent (m) 5,326 Sunday edition (S) 5,326	.035 .035	.035 .035	(I) (AP) (†) (J) (5¢, 15¢w) (25)	Kannapolis Pub. Co. Roy C. Propst, Pres. J. L. Moore, Pub.	Paul Caldwell Heron Wingate	Wm. Workman J. C. Winniger (sp)	Heron Wingate Mildred L. Riggins (n) Howard Hamilton (cm)	L. F. Gillam Nancy Orr (cl)	J. R. McClellan Coles Roberts (j)
KINSTON 11,362	Free Press (e) **3,937**	.03	.025	(I-D) (UP) (†) (J) (3¢, 15¢w, 65¢m, $1.66⅔) (3-87)	Free Press Co., Inc. H. Galt Braxton, Pres.-Pub.	H. Galt Braxton C. W. McDevett	J. P. Strother (ce-sp)	H. Galt Braxton A. M. Stroud (bm)	A. M. Stroud (ad-cl) H. Galt Braxton (n)	J. P. Horton
LUMBERTON 4,140	News (e) New daily	.025	...	(D) (AP) (3¢, 10¢w, 45¢m, $1)	Robesonian Co. J. A. Sharpe, Sr. Pub.	J. A. Sharpe, Sr. J. A. Sharpe, Jr.	J. A. Sharpe, Jr. Louis Evans (sp)	J. A. Sharpe, Sr. J. A. Sharpe, Jr. (bm) Louis Evans (cm)	Jasper C. Hutto Mrs. O. P. Nance (cl)	B. S. Edwards
					(New daily appeared Dec. 12)					
MOREHEAD CITY 3,483	Twin City Times (e) 1,483	.03	...	(D) (AP) (†) (5¢) (25)	H. B. Utley	H. B. Utley	Mrs. D. G. Bell C. B. Utley (sp)	H. B. Utley Mrs. D. G. Bell (bm) H. G. Hedgepeth (cm)	H. B. Utley	Carlton Dobson
NEW BERN 11,981	Tribune (m) 3,386 Sunday edition (S) 3,386	.025 .025	.025 .025	(I-D) (UP) (5¢, 12¢w, 40¢m, $1.50) (25)	Craven Pub. Co. Marriner D. Hardison, Pres. N. G. Gooding, Pub.	N. G. Gooding	Billy Arthur	N. G. Gooding (bm)	N. G. Gooding Margaret Fisher (cl)	M. D. Hardison
	Sun-Journal (m) .... Sun-Journal (e) .... Combined edition (me) 4,968	... ... .05	... ... .04	(I) (AP) (†) (5¢, 15¢w, 65¢m) (14)	Sun-Journal, Inc. C. A. Eury, Pres.	T. M. Diggs	Jack Holland (sp)	C. A. Eury A. M. Davis (cm)	C. A. Eury Nat Dixon (cl)	D. L. Reynolds
					(**Note:** Morning edition is a pre-date edition.)					
PINEHURST 18,791	Outlook (mS) New daily	.036	...	(I) (AP) (J) (3¢, 5¢S) (none)	Pinehurst Ptg. Co. Robt. E. Harlow, Pres. R. E. Harlow, Geo. Murphy, (Co-Pubs.)	R. E. Harlow	Lou Koch (Su.)	R. E. Harlow V. Shaw (cm)	Lillian Harlow	R. Jellison
					(First issued Nov. 12. Issued during Winter season, Nov. 12 to May 1.)					
	Sandhills News (mS)		.035	... (I) (AP) (†) (J) (39)	S. R. Jellison	Nelson C. Hyde H. R. Pickens, Jr.	Frank Sullivan	Clement Cook (bm)	Frank Sisk	.....
					(Published during Winter season, Nov. 9 to April 25)					
RALEIGH 37,379	News & Observer (m) **59,808** Sunday edition (S) **58,436**	.13 .13	.10 .10	(D) (AP, UP) (†) (ROP-2) (5¢d, 10¢S, 20¢w) (13)	News & Observer Pub. Co. Josephus Daniels, Pres.-Pub.	Jonathan Daniels Frank Smethurst	Charles J. Parker A. J. McKevlin (sp)	Josephus Daniels, Jr. (bm) Will X. Coley (cm)	R. H. Carson Josephus Daniels, Jr. (n) R. H. Simpson (cl)	L. F. Alford
	Times (e) **15,664**	.07	.07	(I) (AP) (†) (ROP-2) (J) (5¢, 15¢w, 65¢m) (14)	Times Pub. Co. John A. Park, Pres.-Pub.	Robert L. Gray T. M. Cheek (me)	DeWitt E. Carroll John Marshall (sp)	John A. Park, Jr. (bm) Albert P. Park (cm)	W. J. Weber Tom Murray (cl)	A. P. Park
REIDSVILLE 6,851	Review (e) 4,542	.035	.035	(I-D) (UP) (†) (3¢) (none)	The Review Co. Manton Oliver, Pres.-Pub.	Manton Oliver	John A. Oliver (sp)	C. R. Oliver Wm. M. Oliver (V.-Pres.)	C. R. Oliver	W. M. Oliver
ROCKY MOUNT 21,412	Telegram (e) 7,626	.05	...	(D) (AP) (†) (J) (5¢, 12½¢w, $3) (14)	Rocky Mount Pub. Co. Josh L. Horne, Pres.-Pub.	Josh L. Horne V. F. Sechriest	Geo. Raynor Dick Herbert (sp)	Josh L. Horne R. M. Dunston (cm)	A. L. Brandon C. V. Smith (n) A. L. Brandon (cl)	L. Smith Geo. Ross (j)
SALISBURY 16,951 22,177 (ABC City)	Post (e) **11,278** Sunday edition (S) **11,326**	.06 .06	.06 .06	(I) (AP) (†) (3¢, 65¢m) (14)	Post Pub. Co. Stahle Linn, Pres. J. F. Hurley, Pub.	Spencer Murphy C. F. Daniel	C. F. Daniel Bill Peeler (sp)	J. F. Hurley Rex Bellis (bm)	P. G. Laughridge A. R. Monroe (cl)	F. H. McRae
SHELBY 10,789	Star (e) 5,053	.04	...	(D) (AP) (J) (5¢, 15¢w, 60¢m, $2.50) (14)	Star Pub. Co. Lee B. Weathers, Pres.-Pub.	Lee B. Weathers Vivion Ingle	Edward Thomas J. D. Fitz (sp)	Lee B. Weathers Henry Lee Weathers (bm) J. C. Jenkins (cm)	L. E. Dail	C. H. Hardin Richard Riviere (j)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
STATESVILLE 10,490	Daily (e) 2,000	.03	...	(I-D) (AP) (5¢) (none)	Pegram A. Bryant	P. A. Bryant		P. A. Bryant		
TARBORO 6,379	Southerner (e) 2,380	.025	.025	(D) (AP) (J) (5¢, 10¢w, $2.50) (25)	Tarboro Ptg. Co., Inc. Henry C. Bourne, Pres.	Aubrey Shackell	Aubrey Shackell	V. Herman Creech V. H. Creech, Jr. (cm)	V. Herman Creech	H. H. Hill Elsa Sanderson (j)
THOMASVILLE 10,090	Tribune (e) New daily	.026	.026	(I) (CPA) (J) (3¢, 30¢m) (none)	Tribune, Inc. R. Hoy Whitlow, Pres. W. A. Kennedy, Pub.	C. T. Brumfield	C. T. Brumfield Carl Newsome (sp)	R. Hoy Whitlow J. Thad Hedrick (cm)	R. Hoy Whitlow J. Thad Hedrick (cl)	T. Myers C. T. Brumfield (j)
WASHINGTON 7,035	News (e) 3,174	.03	...	(D) (AP) (J) (5¢) (25)	Wheeling News Corp. H. C. Ogden, Pres.	C. McK. Thompson (me)	John McLeod	H. A. Eckhoff William Waters (cm)	Wm. Waters	George Walston Garbo Tetterton (j)
WILMINGTON 32,174 43,010 (ABC City)	Star (m) 7,788 News (e) 5,294 Combined daily (me) 13,082 Star-News (S) 11,540	... ... .08 .08	... ...	(I) (AP) (†) (5¢, 15¢w, 65¢m) (13)	Star-News R. B. Page, Owner-Pub.	John Marshall (me-e)	A. G. Dickson (ce-m) Rod Sparrow (sp-e) Sam Ragan (sp-m) John Marshall (Su)	F. Walter Webb (bm) C. W. Lenett (cm)	J. L. Allegood J. Walter Webb (n) Claude O'Shields (cl)	B. F. Osment, Sr.
WILSON 12,613	Times (e) 4,356	.04	.04	(D) (AP, (†) (ROP-3) (J) (5¢, 15¢w, 60¢m, $2.50) (25)	P. D. Gold Pub. Co. John D. Gold, Pres.-Pub.	John D. Gold	Ed. W. Davis	John D. Gold Mrs. Ed. Davis (cm)	P. O. Barnes Elizabeth Clarke (cl)	H. E. Ferrell Frank Denny (j)
WINSTON-SALEM 75,274	Journal (m) 23,443 Sentinel (e) 17,922 Combined daily (me) 41,365 Journal & Sentinel (S) 31,045	... ... .14 .08	... ...	(I-D) (AP, UP) (†) (ROP-1) (5¢d, 10¢S, 25¢w-d-e cty; 20¢w-d-S cty; $2.50, $3d, $6-$7S) (67)	Piedmont Pub. Co. Gordon Gray, Pres.-Pub.	Sanford Martin Worth Bacon (me-m) A. E. King (me-e)	Harvey Dinkins (ce-m) Alton Jackson (ce-e) Nady Cates (sp-m) Frank Spencer (sp-e) Worth Bacon (Su)	W. K. Hoyt B. Welfare (cm)	Rex Freeman R. H. Marshall (cl)	C. L. Ray

NORTH DAKOTA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BISMARCK 11,090	Tribune (e) 6,710x	.055	...	(I) (AP) (J) (†) (5¢) (114-92A)	Bismarck Tribune Co., Inc. Mrs. Geo. Mann, Pres.-Pub.	Kenneth W. Simons	Gordon MacGregor John Hjede (sp)	Archie O. Johnson Geraldine Fischer (cm)	Wm. Moeller Effel Vikken (cl)	L. F. Bechtold (j)
DEVIL'S LAKE 5,451	Journal (e) 2,962	.035	...	(I) (AP) (†) (J) (5¢) (192a)	Journal Pub. Co. M. H. Graham, Pres.-Pub.	M. H. Graham A. C. Tiabre	R. Dushinske (sp)	M. R. Graham (bm)	R. L. Dushinske	W. Brekken
FARGO 28,619	Forum (m) 15,160x Forum (e) 14,869x Combined daily (me) 30,029x Sunday edition (S) 28,831x	... ... .12 .10	... ... .10 .09	(I-R) (AP, UP) (†) (5¢, 20¢w, 75¢m, $2.50d, $3S) (67)	Forum Pub. Co. Jenny C. Black, Pres. Norman D. Black, Pub.	H. D. Palson	S. W. Hooper E. Fitzgerald (sp)	Norman D. Black J. F. Payne (cm)	Harry R. Hill (Ad. Dir.) J. J. Hogan (loc.) Jas. A. Black (n) John F. Dixon (cl)	A. W. Oliver
GRAND FORKS 17,112 20,097 (ABC City)	Herald (m) 15,148x Herald (e) 6,055x Combined daily (me) 21,203x Sunday edition (S) 21,559x	... ... .10 .10	... ... .07 .07	(I-R) (AP) (†) (5¢, 20¢w, $2.50) (108)	Grand Forks Herald, Inc. M. M. Oppegard, Pres.-Pub.	W. P. Daws M. M. Opgard	W. B. Allen C. D. Locklin (sp) Alvin Austin (Su)	M. M. Oppegard B. E. Thomson (cm)	W. J. Brown Fraine Whitney (n) W. J. Brown (cl)	

Note: Monday evening tol, 7,480x, ABC.

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
JAMESTOWN 8,187	Sun (e) 4,233	.045	.030	(I) (AP) (†) (5¢, 20¢w, 65¢m, $2) (98a-114)	Hansen Bros. Percy M. Hansen, Pres.	Percy M. Insen	Urban Muenz (sp)	B. G. Hansen A. M. Tordoff (cm)	B. G. Hansen	
MANDAN 5,037	Pioneer (e) 2,805x	.04	.03	(R) (AP) (ROP-1) (†) (J) (5¢) (104)	Pioneer Pub. Co. E. A. Tostevin, Pres.-Pub.	E. A. Tosten	Forrest Edwards	E. A. Tostevin E. D. Tostevin (cm)	W. C. Tostevin	M. J. Pavlik
MINOT 16,099	News & Optic Reporter (e) 10,341	.06	...	(I) (AP) (†) (5¢) (67)	Minot Daily News & Optic Reporter Hal S. Davies, Pres.-Pub.	Hal S. Davis W. H. Johnn	Sidney Goldish Gay Kalbfleisch (sp)	Hal S. Davies F. R. Ruckman (cm)	Raymond C. Dobson	
VALLEY CITY 5,268	Times-Record (e) 3,224	.03	...	(I-R) (AP) (†) (J) (5¢, 50¢m, $2.50) (none)	Alberta E. Trubshaw, Pub.	Alberta E. Tbshaw	Phil Mark	E. G. Dibbern A. W. Dibbern (cm)	E. G. Dibbern	O. H. Mason Richard Lavton (j)
WILLISTON 5,106	Herald (e) 3,927	.035	.035	(I) (AP) (†) (J) (5¢, 40¢m, $3) (63)	Williston Herald Co. Harry E. Polk, Pres.-Pub.	Harry E. Pol Anders J. Hag	A. E. Nordmarken	Harry E. Polk V. E. Wenzel (bm) R. E. Randall (cm)	V. E. Wenzel Lou Ludowese (cl)	J. H. McGarry

THE CANONS OF JOURNALISM

Ethical Rules Adopted by the American Society of Newspaper Editors on April 28, 1923, and Since Endorsed by Many State Associations ad Other Groups of Journalists

The primary function of newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence of knowledge and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American journalism, these canons are set forth:

(1) RESPONSIBILITY—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

(2) FREEDOM OF THE PRESS—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right by law, including the wisdom of any restrictive statute. To its privileges under the freedom of American institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.

(3) INDEPENDENCE—Freedom from all obligations except that of fidelity to the public interest is vital.

A. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-cailed news communications from private sources should not be published without public notice of their source or else substantiation of the claims to value as news, both in form and substance.

B. Partisanship in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

(4 SINCERITY, TRUTHFULNESS, ACCURACY—Good faith with the reader is the fndation of all journalism worthy of the name.

A. By every consideration of good faith, a newspaper is constrained to be truful. It is not to be excused for lack of thoroughness, or accuracy withits control, or failure to obtain command of these essential qualities.

B. eadlines should be fully warranted by the contents of the articles which ey surmount.

(5) PARTIALITY—Sound practice makes clear distinction between news reportsnd expressions of opinion. News reports should be free from opinion bias of any kind. This rule does not apply to so-called special articles mistakably devoted to advocacy or characterized by a signature authorig the writer's own conclusions and interpretations.

(6) FAIR PLAY—A newspaper should not publish unofficial charges affecting reption or moral character, without opportunity given to the accused to heard; right practice demands the giving of such opportunity in all cases' serious accusation outside judicial proceedings.

A. Aewspaper should not invade rights of private feelings without sure warnt of public right as distinguished from public curiosity.

B. It the privilege, as it is the duty, of a newspaper to make prompt and compte correction of its own serious mistakes of fact or opinion, whatever eir origin.

(7) DECNCY—A newspaper cannot escape conviction of insincerity if, while proking high moral purpose, it supplies incentives to base conduct, such as are be found in details of crime and vice, publication of which is not demonably for the general good. Lacking authority to enforce its canons, thiournalism here represented can but express the hope that deliberate ndering to vicious instincts will encounter effective public disapprovar yield to the influence of a preponderant professional condemnation.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AKRON 255,040	Beacon-Journal (e) 97,391 Sunday edition (S) 69,171	.21 .18	.12 .10	(I) (AP, UP, INS) (°S) (†) (3¢, 10¢S, 28¢w, $1.23m, $2d, $8S) (117-49)	Beacon-Journal Pub. Co. John S. Knight, Pres.	John S. Knight James P. Rosemond	Lynn Holcomb Jas. W. Schlemmer (sp). B. E. Maidenburg (Su)	J. H. Barry Jos. M. Aylward (cm)	Roger A. Burrell A. F. Falk (n) Robt. M. Wheeler (cl)	C. E. Woodard
ALLIANCE 23,047	Review (e) 11,003	.054	.037	(R) (AP) (†) (J) (3¢, 15¢w, $2) (36)	Review Pub. Co. Mrs. A. C. Hoiles, Pres.-Pub.	N. A. Geyer A. J. Hoiles	Paul W. Reed John Hanlon (sp)	Paul C. Siddall Henry Untch (cm)	C. E. DeGraw R. V. Haines (cl)	C. S. Templeton Ralph Miller (j)
ASHLAND 11,141	Times-Gazette (e) 6,164	.03	.021	(I) (UP) (†) (ROP-1) (3¢, 15¢w, 60¢m, $1.50) (36)	Ashland Ptg. Co. Edgar Koehl, Pres.	Harry L. Horne	Wm. G. McKee	Edgar Koehl (bm) Bertha E. Kerr (cm)	S. A. Fluke Fred Koehl (n) Ruth McConnell (cl)	M. G. Bachmann
ASHTABULA 23,296	Star-Beacon (e) 11,353	.05	.05	(R) (UP) (†) (ROP-1) (3¢, 15¢w, $1.50) (36)	Ashtabula Ptg. Co. C. A. Rowley, Pres.-Pub.	J. S. Gotshall	M. R. Alfred Ross Smith (sp)	C. A. Rowley G. H. Leggett (bm) E. A. Olson (cm)	G. O. Mayborn G. H. Leggett (n) Wm. Fawcett (cl)	Howard Healy
ATHENS 7,252	Messenger (e) 13,452 Sunday edition (S) 14,115	.05 .05	... ...	(I) (UP) (†) (ROP-2) (3¢, 15¢w) (36)	Messenger Pub. Co., Inc. W. O. Littick, Pres. Gordon K. Bush, Pub.	Gordon K. Bush Chas H. Harris	Wm. F. Smiley G. E. Mitchell (sp-Su)	Gordon K. Bush Fred W. Weber (cm)	P. O. Nichols Miss Mary Radcliffe (n) Carlos Hatcher (cl)	.....
BELLAIRE 13,327	Leader (e) 6,847	.045	.023	(I-R) (UP) (†) (3¢, 15¢w, $1.50) (131)	Sherlock Bros. Pub. Co. B. A. Sherlock, Pres. A. J. Sherlock, Pub.	M. I. Sherlock	Max Duga	B. A. Sherlock H. E. Sherlock (bm)	J. H. Musgat B. A. Sherlock (n)	B. A. Sherlock
BELLEFONTAINE 9,543	Examiner (e) 5,835	.03	.03	(I) (INS) (2¢) (36)	H. K. Hubbard & Co.	A. A. Hubbard	.....	F. G. McCracken	.....	.....
BELLEVUE 6,256	Gazette (e) 2,200	.02	...	(I) (UP) (J) (3¢) (36)	Gazette Pub. Co. C. R. Callaghan, Pres.	.....	.....	M. J. Callaghan (bm)	P. M. Callaghan	.....
BOWLING GREEN 6,688	Sentinel-Tribune (e) 4,111	.035	...	(R) (INS) (†) (J) (3¢, 15¢w, 60¢) (36)	Sentinel Co. S. A. Canary, Pres.	S. A. Canary	Ivan E. Lake (sp)	Alfred Haswell F. R. Fluhart (cm)	G. W. Katzenmeyer Willis Sanders (cl)	Carl J. Jolley Guy N. Elsea (j)
BUCYRUS 10,027	Telegraph-Forum (e) 5,157	.035	.035	(I-R) (UP) (†) (3¢, 15¢w, 60¢m, $2) (36)	Crawford Cty. P. & P. Co. R. C. Hoiles, Pub.	Rowland R. Peters	Rowland R. Peters John Young (sp)	Clarence Hoiles Harry Hoiles (bm) Benj. Anslow (cm)	Adam Boryczka Harry Hoiles (n)	H. C. Wolfe
CAMBRIDGE 16,124	Jeffersonian (e) 11,287	.05	.05	(I) (UP) (†) (ROP-1) (3¢, 15¢w, $2) (36)	Jeffersonian Co.	H W. Amos (me)	Ernest Sheehan	T. S. Moorehead (cm)	L. H. Merrick T. S. Moorehead (n) W. A. Smith (cl)	H. E. Amos
CANTON 104,906 105,520 (City Zone)	Repository (e) 44,368 Sunday edition (S) 46,701	.14 .14	.085 .085	(R) (AP, UP, INS) (†) (3¢d, 5¢S, 18¢we, 23¢we-S, $2.10e, $3.50S) (117)	Brush-Moore Newspapers, Inc. Louis H. Brush, Pres. Roy D. Moore, Pub.	John D. Raridan Clayton G. Horn	E. C. Hamilton Warren K. Cross (sp)	Roy D. Moore Joseph K. Vodrey (bm) E. M. Grimes (cm)	Vic. Merson Wm. J. Babb (cl)	C. C. Peebles (comp)
CELINA 4,664	Standard (e) 3,750	.025	...	(D) (UP) (†) (J) (2¢, 10¢w, 40¢m, $.50) (25)	Standard Ptg. Co. F. A. Snyder, Pres.-Pub	Parker R. Snyder F. A. Snyder	.....	Carrie S. Fishbaugh (bm) Esther Vanderhorst (cm)	Carrie S. Fishbaugh (n)	Rellen D. Yaney R. Sacher (j)

(Continued on page 70)

ACCREDITED FOREIGN CORRESPONDENTS IN THE UNITED STATES

ARGENTINA

La Nacion, A. Caprile, Jr., 50 Rockefeller Plaza, New York City.
Argentine Information Bureau, W. W. Davies, Room 518, Chanin Building, New York City.
La Nacion, A. E. Franke, 50 Rockefeller Plaza, New York City.
El Diario Israelita, Alexander I. Parsky, 8 Gramercy Park, New York City.

AUSTRALIA

Australian Associated Press, A. D. Rothman, 229 West 43rd St., New York City.

BRAZIL

Diarios Associados of Brazil, Fred Kreutzenstein, 108 Water St., New York City.

CANADA

La Presse, Joseph Bourgeois, 446 West 23rd St., New York City.
The Canadian Press, Don Gilbert, 50 Rockefeller Plaza, New York City.
Jewish Daily Eagle, Alexander I. Parsky, 8 Gramercy Park, New York City.
The Canadian Press, Sam Robertson, 50 Rockefeller Plaza, New York City.
La Patrie, Joseph de Valdor, 430 West 34th St., New York City.

CHINA

The China Press, George Kao, 1250 Sixth Avenue, New York City.
Shanghai Evening Post, George A. Moszkowski, 80 William St., New York City.
The China Press, Bruno Schwartz, 1250 Sixth Avenue, New York City.

COLOMBIA

El Siglo, F. de S. Larcegui, 226 West 27th Street, New York City.
Relator, Luis Zawadzky, Winfield Scott Hotel, Elizabeth, N. J.

CUBA

Diario De La Marina, Bartolome G. Canevares, 630 Fifth Avenue, New York City.
Hoy, Ricardo de Rosas, 624 West 207th Street, New York City.

CZECHOSLOVAKIA

Tribuna Press-Korrespondenz, Frederick L. Dannick, 362 Riverside Drive, New York City.
Lidove Noviny, L. H. Vyobia, 1390 Second Avenue, New York City.

DENMARK

Berlingske Tidende, Allen Jensen, 1083 Lincoln Place, Brooklyn, New York.

ENGLAND

The Manchester Guardian, Bruce Bliven, 40 East 49th Street, New York City.
Reuters, David Brown, 50 Rockefeller Plaza, New York City.
The Journal, Percy S. Bullen, 52 Vanderbilt Avenue, New York City.
British Newspapers, Harold Butcher, 39 East 35th Street, New York City.
British Newspapers, Miss Paula Chaners, 325 East 53rd St., New York City.
The Observer, H. B. Elliston, c/o Christian Science Monitor, 1 Norway Street, Boston, Mass.
Daily Telegraph and Morning Post, Ax H. Faulkner, 55 East 55th Street, NewYork City.
Reuters, A. G. Field, 50 Rockefeller Plaza, New York City.
Reuters, H. E. Astley Hawkins, 50 Rockefeller Plaza, New York City.
The Times, Louis Hinrichs, 280 Broadway, New York City.
Daily Mail, Ernest Iddon, 230 West 41st Street, New York City.
The Times, Sir Wilmott Lewis, National Press Club, Washington, D. C.
Odhams Publications, Elizabeth Lergan, 2131 Hillhurst Avenue, Hollywood, California.
Keystone Press Agency, George Ma Hotel Albert, University Place and 10th Street, New York City.
Reuters, A. Bernard Moloney, 50 Rockefeller Plaza, New York City.
Reuters, Lawrence de Neufville, 50 Rockefeller Plaza, New York City.
Reuters, D. Kimpton Rogers, 50 Rockefeller Plaza, New York City.
Reuters, Douglas Rowley, 50 Rockefeller Plaza, New York City.
Commentator on American Affairs for the B. B. C., Raymond Gram Swing, 36 East 40th Street, New York City.
Daily Express, C. V. R. Thompson, 35 East 45th Street, New York City.
Daily Express, Dixie Tighe, 235 East 45th Street, New York City.
Reuters, A. Frank Tinsley, 50 Rockefeller Plaza, New York City.
Reuters, Alan O. Trower, 50 Rockefeller Plaza, New York City.
News-Chronicle, Robert C. H. Whman, 75 West Street, New York City.
Daily Mirror, John B. Walter 220 East 42nd Street, New York City.
Daily Mirror, T. Walter Willis, 25 East 9th Street, New York City.
The Manchester Guardian, A. W. Williams, 220 West 42nd Street, New York City.
Associated Press of Great Britain, Rader Winget, 50 Rockefeller Plaza, New York City.

FRANCE

Havas Agency, G. Fritsch-Drangin, 50 Rockefeller Plaza, New York City.
Ce Soir and Le Petit Parisien, George-Louis George, 752 West End Avenue, New York City.
Havas Agency, Albert Grand, 50 Rockefeller Plaza, New York City.
French Newspapers, Robert Seydan, 3405 Fairview Avenue, Baltimore, Maryland.
Havas Agency, Jean Lagrave, 50 Rockefeller Plaza, New York City.
Le Jour, Pierre Lamure, 630 Fifth Avenue, New York City.
Le Petit Parisien and L'Intransigeant, Raymond Lange, 229 West 43rd Street, New York City.
Le Journal, L'Auto and Ce Soir, Bernard Musnik, 366 Madison Avenue, New York City.
Havas Agency, Andre Peron, 50 Rockefeller Plaza, New York City.
Havas Agency, Albert Rocchia, 50 Rockefeller Plaza, New York City.
Paris Soir, R. de Roussy de Sales, Hotel Devon, 70 West 55th Street, New York City.
L'Intransigeant, John H. Simon, 2 Broadway, New York City.
Paris-Soir, Curt Riess, 227 East 59th Street, New York City.

GERMANY

Deutsches Nachrichtenbuero, Ernst A. Hepp, 250 Park Avenue, New York City.
Deutsches Nachrichtenbuero, E. Klaessig, 250 Park Avenue, New York City.
Berliner Boersenzeitung and **Koelnische Zeitung,** Dr. Heinz Luedicke, 37-05 88th Street, Jackson Heights, N. Y.
German Newspapers, Hans Ullendorff, Essex House, 160 Central Park South, New York City.

GUATEMALA

El Liberal Progresista, F. de Larcegui, 226 West 27th Street, New York City.

HOLLAND

Holland and Netherlands Indies Newspapers, Jan Houbolt, 11 East 44th Street, New York City.
De Arbeiderspers, Helmuth F. Kern, 25-21 31st Avenue, Astoria, Long Island.
ABC Press Service, George May, Hotel Albert, University Place and 10th Street, New York City.
Het Vaderland, J. G. Marckelbach, Chrysler Building, New York City.
Nieuwe Rotterdamsche Courant, Bernard Person, 36 Allenwood Road, Great Neck, Long Island.
De Telegraaf, Dr. G. J. M. Simons, 44 Beaver Street, New York City.

HUNGARY

Pesti Hirlap, Tibor Koves, P. O. Box 782, Denville, N. J.
Pesti Naplo, Emil Lengyel, 42 West 35th Street, New York City.

INDIA

Hindustan Standard, Dharam Yash Dev, 11 Waverly Place East, New York City.

ITALY

La Tribuna, A. Arbib-Costa, 235 West 75th Street, New York City.
Messago, Gian Gasparre Napolitano, 4 East 9th Street, New York City.

JAPAN

Osaka Mainichi and **Tokyo Nichi Nichi,** Fukuichi Fukumoto, 220 East 42nd Street, New York City.
Domei News Agency, Chuzo Hagiwara, 50 Rockefeller Plaza, New York City.
Asahi, Shichishi Ito, 229 West 43rd Street, New York City.
Japan Telegraphic News Agency, S. Midzutani, 12 West 17th Street, New York City.
Domei News Agency, Goroh Teranishi, 50 Rockefeller Plaza, New York City.

LATIN AMERICA

Editors Press Service, Inc., Carlos Davila, 106 East 85th Street, New York City.
Latin American Newspapers, Emilio Escalante, 3495 Broadway, New York City.
All-American Newspapers, M. Garcia-Pena, Graybar Bldg., Lexington Avenue and 43rd Street, New York City.
Pan-American Information Service, C. C. Martin, 154 Nassau Street, New York City.

MANCHURIA

Manchuria Daily News, Hisashi Okada, 60 East 42nd Street, New York City.

MEXICO

El Popular, Jose Miguel Bejarano, P. O. Box 455, G.P. O., New York City.
El Universal, Antonio Iglesias, 229 West 43rd Street, New York City.

PALESTINE

Palcor News Agency, Henry Montor, 50 Union Square, New York City.

PERU

La Cronica and **El Commercio,** Bartolome G. Canevares, 630 Fifth Avenue, New York City.

POLAND

Polish Newspapers, J. Matyka, 303 East 17th Street, New York City.
Hajnt, Alexander I. Parsky, 8 Gramercy Park, New York City.
Polish Telegraphic Agency, John M. Walczak, 25 Beaver Street, New York City.

RUMANIA

Timpul and **Lumea Romaneasca,** Alexander Lunean, 731 West 183rd Street, New York City.
Temisoarer Zeitung, Georg May, Hotel Albert, University Place and 10th Street, New York City.

SWEDEN

American-Swedish News, Naboth Hedin, 630 Fifth Avenue, New York City.
Stockholms Tidningen, Einar Thulin, 33 West 69th Street, New York City.

SWITZERLAND

National-Zeitung, Manfred George, 312 West 109th Street, New York City.
Der Bund, Guenther Reinhardt, 95 Christopher Street, New York City.

TURKEY

Son Posta and **Aksam,** Ibrahim Sefa, 70-35 Broadway, Jackson Heights, New York.

URUGUAY

El Diario Espanol, F. de S. Larcegui, 226 West 27th Street, New York City.

U. S. S. R.

Telegraph Agency of the U. S. S. R., Kenneth Durant, 50 Rockefeller Plaza, New York City.
Telegraph Agency of the U. S. S. R., Harry Freeman, 50 Rockefeller Plaza, New York City.
Telegraph Agency of the U. S. S. R., Laurence Todd, 999 National Press Building, Washington, D. C.

YUGOSLAVIA

Balkan Herald, Alexander Lunean, 731 West 183rd Street, New York City.

AKRON HEADED FOR BIGGER YEAR IN 1940

BABSON POINTS TO AKRON BOOM

RANKED WITH UPPER 10

Predicts New Rubber Peaks And 15 Per Cent Gain In First Quarter

By ROGER W. BABSON

Akron is one of the brightest spots on the business horizon. The city wins my nomination as one of the 10 best bets for early 1940. The backbone of this forecast is, of course, the improved outlook for the tire and rubber industry.

I am setting the sights high for this city. I am willing to forecast that first quarter business will run 15 per cent above the first three months of 1939. Given favorable conditions at home and abroad, I would not be surprised to see the 1929 peaks broken some time during the year.

Sharp Rise In Sales Lifts Payrolls Here

Replacement Business Jumps While Larger Car Output And Tractor Tires Also Help Advance

FINANCIAL POSITION IMPROVED

By JA[illegible]ACKSON

A LITTLE sur[illegible]sed with sales and profits in [illegible] industry looked forward tod[illegible]

On al[illegible]r ago tha[illegible]

1939 wo[illegible]gistere[illegible]

n 193[illegible]en th[illegible]

xper[illegible]

No[illegible]

FIRST IN TOTAL ADVERTISING Among Ohio Newspapers!

Figures for Ohio's first five newspapers for the year of 1939.

Beacon Journal	15,151,973
Columbus Dispatch	13,380,735
Cleveland Plain Dealer	13,162,860
Cleveland Press	11,595,677
Dayton News	11,417,571

★

AKRON BUSINESS SEES PROSPERITY

With Tire Plants Setting Pace, Signs Are Bright In Other Lines

Akron manufacturers, retailers and business leaders generally greet 1940 with a smile of optimism and frankly expressed opinions that it will bring the city one of its most prosperous eras, at least during the early months of the new year.

The tire business, which has registered a remarkable gain in the sale of tires for replacement purposes and is continuing at an unusually high level of activity this winter, will maintain its sharp pace, industry leaders believe

Power Prospects Bright

Retail and department stores, having enjoyed increasing monthly sales during recent months, are preparing for a first-quarter period of business at least equal to the best quarter of 1939.

AKRON BUSINESS ENDS GOOD YEAR

Closing their books on a year that was far more successful than 1938, Akron business [illegible] looked forward w[illegible] certainty to contin[illegible] in 1940.

The upturn which [illegible] in the last few mo[illegible] continued steadily t[illegible] year and no reversal o[illegible] is now in sight, most [illegible] agree.

Payrolls in the facto[illegible] considerably larger in [illegible] just ending than in the [illegible]sion" of late 1937 and 1 [illegible] this money, of course, fo[illegible] way into all channels o[illegible] in the city.

TIRE COMPANIES HAVE BIG YEAR

By GEORGE T. HATTIE

Orders poured in to rubber com[illegible] panies in substantially larger vo[illegible]ume in 1939, earnings increas[illegible] sharply and all major firms [illegible] bursed dividends, but tire sto[illegible] to keep pace with the indu[illegible]tions in the industry displayed

Utilities Reflect Improvement Here

Growth during 1939 in Akron and vicinity was reflected in the increased use of the various public utilities. These figures compare the number of meters and telephones in service at the end of the year with those in use a year ago:

	1938	1939
*Electric meters	102,001	104,727
Water meters	56,489	56,854
Gas meters	59,296	59,457
Telephones	53,618	59,331

*Electric meters include both residential and commercial and are for the Akron division of Ohio Edison Co., which includes suburban cities.

AKRON LISTED NO. 1 IN BUSINESS GAINS

Forbes Magazine Names 10 Cities Showing Greatest Improvement In Year

Further confirmation of the widely held opinion that business has shown a remarkable improvement in Akron in recent months came yesterday with the release of the January issue of Forbes magazine.

The magazine listed Akron as No. 1 among the 10 cities in the [illegible]try in which business im[illegible] has been outstanding, [illegible] in the order nam[illegible]stown, Nashville, [illegible]l.; Johnstown, [illegible]nd.; Jackson, Dubuque, Iowa, [illegible] Ohio territory, [illegible] Cleveland to [illegible]s listed as the best [illegible] in the country at [illegible]me.

CITY IS CHEERED BY TRADE SIGNS

Forecasts Of Prosperity In 1940 Come From [illegible]

Your share of sales from the alert, free-spending Akron Market can be assured by placing your sales messages before the many thousands who form their buying habits through the daily and Sunday Beacon Journal.

AKRON BEACON JOURNAL

ESTABLISHED 1839

Represented by: STORY, BROOKS & FINLEY

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHILLICOTHE	News-Advertiser									
18 340	(m) **3,567**	...	...	(I-D) (UP)						
	Gazette			(I-R) (AP) (3¢d, 15¢w-m or e) (37)	Chillicothe Newspapers, Inc.	Howard C. Oyer (me)	Ray Ortman (ce-m)	W. E. Beeler	O. O. O'erly	Harry Roose
	(e) **8,767**	...	...		Merritt C. Speidel, Pres.		Robt. Burns (sp-m)	Z. S. McKee (cm)	Owen Meredith (n)	Albert Hafler, (j)
	Combined daily			(D) (AP, UP) (5¢, $2.50) (37)	J. K. Hunter, Pub.		G. A. Chandler (ce-e)		Robt. Schaefer (cl)	
	(me) **12,334**	.05	.05				Robt. McCarthy (sp-e)			
	Sunday edition									
	(S) **10,680**	.05	.05							
CINCINNATI	Enquirer									
451,160	(m) **122,005**	.22	...	(I) (AP, UP, INS) (*8) (†) (ROP-3) (3¢d, 10¢S, 28¢w) (11)	Estate of John R. McLean	John W. LaRue (me)	Lee Evans	Ralph H. Quinn	Stanley A. Ferger	H. D. Rindsberg
685,945 (City Zone)	Sunday edition				Wm. F. Wiley, Pub.		R. W. Saxton (sp)	W. K. Nottingham (bm)	G. H. Schults (n)	
	(S) **198,844**	.40	...				W. M. Thompson (Su)	C. W. Staab (cm)	W. H. Pickett (cl)	
	Post									
	(e) **148,456**	.29	.16	(I) (UP) (†) (ROP-1) (3¢, 18¢w, $2) (none)	Post Pub. Co	Carl D. Groat	William Dowdell	F. W. Giesel (bm)	Henry W. Manz (Ad. dir)	
					Frederick W. Giesel, Pres.	Frank Aston	Joe Aston (sp)	Shiel Dunsker (cm)	Wm. C. Savage (n) L. H. Keller (cl)	
	Times-Star									
	(e) **153,240**	.30	...	(R) (AP, INS, NANA) (†) (ROP-3) (J) (3¢, $2) (80-98)	Times-Star Co	Hulbert Taft	Robt. C. Harris	George Fries	C. R. Bonner (loc)	Jos. Illig (j)
					Hulbert Taft, Pres.-Pub.	Edw. Steinborn	Nixon Denton (sp)	Arthur Grossheim (cm)	F. J. Oexman (n) C. H. Boyer (cl)	
CIRCLEVILLE	Herald									
7,589	(e) 3,629	.025	.03	(I) (INS) (†) (ROP-2) (3¢, 15¢w) (36)	Circleville Pub. Co	T. E. Wilson	Franklin Kibler	T. E. Wilson	Paul Carruthers	M. A. Neff
					W. J. Galvin, Pres. T. E. Wilson, Pub.	Glen Geib	Glen Geib (sp)	M. E. Shea (cm)	T. E. Wilson (n) A. Shea (cl)	
CLEVELAND	News									
900,429	(e) **125,953**	.31	.205	(R) (AP, INS) (†) (ROP-2) (3¢, $2.15) (67-9)	Cleveland Co	N. R. Howard	Paul Hodges	C. F. McCahill	Leo. P. Doyle	W. V. Cowgill
1,111,449 (Greater Cleveland)					D. R. Hanna, Jr., Pres.	Hugh Kane	Herman Goldstein (sp)	J. A. Maynard (cm)	W. C. Worcester (n) C. L. Fuller (cl)	
	Plain Dealer									
	(m) **223,091**	.44	...	(I-D) (AP, UP, INS, NANA) (*S) (†) (ROP-2) (3¢d, 10¢S, 28¢wdS) (134)	Plain Dealer Pub. Co	Paul Bellamy	E. P. Derthick (m)	J. S. McCarrens	Sterling E. Graham	Harry J. Graham
	Sunday edition				B. P. Bole, Pres.	Stanley P. Barnett	J. Collins (e)	J. A. Van Buren (bm)	B. A. Collins (n)	
	(S) **388,934**	.57	...				Sam Otis (sp)	Joe Madigan (cm)	J. J. McCarrens (cl)	
							W. G. Vorpe (Su)			
	Press									
	(e) **224,967**	.45	.275	(I) (UP) (†) (ROP-2) (3¢, 18¢w, $2.15) (111)	Scripps Pub. Co	L. B. Seltzer	Norman Shaw	J. G. Meilink	G. C. Stone	
					John G. Meilink, Pres.	Vergil Reppeto	Carl Shatto (sp)	W. C. Coutney (bm)	L. S. Fidler (n)	
								Clem D. O'Rourke (cm)	H. C. Kahlert (cl)	
COLUMBUS	Citizen									
290,564	(e) **88,456**	.22	.12	(I) (UP) (†) (ROP-2) (2¢d, 5¢S, 15¢w, d & S) (111)	Citizen Pub. Co	R. S. Brown	Jesse Ayres	Ralph D. Henderson	Leo A. McPherson	
	Sunday edition				R. D. Henderson, Pres.	C. F. Weimer	Lew Byrer (sp)	George Hicks (cm)	Jerry Burden (n)	
	(S) **82,659**	.22	.12						Arthur Mochel (cl)	
	Dispatch									
	(e) **162,891**	.30	...	(I) (AP, INS) (†) (ROP-1) (1-2¢, 10¢S) (95)	Dispatch Ptg. Co	Arthur C. Johnson, Sr.	Arthur C. Johnson, Jr.	A. E. Campbell	Harvey R. Young	I. E. Tessier
	Sunday edition				H. P. Wolfe, Pres.-Pub.	George Smallsreed (me).	William McKinnon (sp)	C. S. Wilson (cm)	Lewis B. Hill (n)	
	(S) **131,547**	.30	...				George Kuster (Su)		Chas. T. Hardin (cl)	
	Ohio State-Journal									
	(m) **56,165**	.13	...	(R) (AP, INS) (†) (ROP-2) (3¢, 15¢w, 65¢m, $1.66) (117)	Ohio State Journal Co., Inc.	J. A. Meckstroth	Robt. S. Harper	W. J. Reck	Sid R. Phillips	O. Davies
					Edgar T. Wolfe, Pres.	Kenneth D. Tooill	Robt. E. Hooey (sp)	J. H. Galloway (cm)	W. S. Holloway (n) H. L. Thomas (cl)	
	Sunday Star									
	(S) **101,271**	.18	...	(I) (AP) (ROP-3) (5¢, $3, $3.50) (18)	Star Co., Inc.	Howard A. White		J. H. Galloway (cm)	W. W. Pierce, Jr.	
					Howard A. White, Pres.				W. S. M. Holloway (n)	
CONNEAUT	News-Herald									
9,683	(e) **4,040**	.025	.025	(R) (UP) (†) (J) (2¢, 12¢w, 48¢m, $1) (36)	Conneaut Ptg. Co	Earl Hankins	Robt. St. John	E. C. Hankins	George Shultis	Herbert Hogan
					C. A. Rowley, Pres.-Pub.	James Mohan	Frank R. Anderson (sp)			D. Southwick (j)
COSHOCTON	Tribune & Times-Age									
10,908	(e) **7,794x**	.04	...	(I) (UP) (†) (3¢, 15¢w, $2) (36)	Tribune Co	Robt. B. Wallace (me).	Lester S. Boyd	L. M. Wallace	C. S. Siegrist	W. Strasser
	Sunday edition				L. M. Wallace, Pres.		Harold House (sp)	Sam M. Gosser (cm)	N. B. Hall (n)	
	(S) **7,802x**	.04	...						G. B. Wise (cl)	
COVINGTON	Stillwater Valley News									
1,880	(e) 1,965	.03	...	(I) (INS) (J) (39)	John L. and Gertrude E. Tobias, Pubs.					
DAYTON	Herald									
200,982	(e) **46,706**	...	...	(I)						
225,609 (City Zone)	Journal			(R) (AP, UP) (†) (ROP-1) (3¢d, 10¢S, 18¢w, 78¢m, $2.10) (76)	Journal-Herald Pub. Co.	Dwight E. Young	James Proud (ce-e)	Ray C. Smith (bm)	A. C. Mullin (loc.)	Thos. F. Gougarty
	(m) **25,960**	...	...		Lewis B. Rock, Pres.-Pub.		Charles Bauer (m)	Wm. Jarvis (cm)	John Sweeterman (n)	
	Combined daily						Robt. E. Husted (sp-e)		H. G. Binger (cl)	
	(me) **72,666**	.14	.092				Jack Frong (sp-m)			
	Journal Herald						John Moore (Su)			
	(S) **55,596**	.11	.076							
	News									
	(e) **61,866**	.14	.084	(I-D) (AP, UP, NANA, NYHT) (†) (ROP-3) (3¢d, 10¢S, 18¢w-d, 78¢m-d, $2.10) (109)	Evening News Pub. Co.	Walter Locke	J. J. Connors	Glenn L. Cox	Robert A. Wolfe	W. W. Wever
	Sunday edition				James M. Cox, Pres.-Pub.	J. J. Conners	Simon Burick (sp)	R. B. Mead (Sec-Treas)	Joseph H. Kelly (cl)	
	(S) **59,466**	.12	.076				Max Kohnop (Su)	Glenn L. Cox (cm)		
DEFIANCE	Crescent-News									
8,816	(e) 4,203	.03	.025	(I) (INS) (†) (3¢, 15¢w) (3-87)	Crescent Ptg. Co	Ralph W. Peters	Homer J. Schutt	Lee O. Tustison	Lloyd V. Tuttle	C. R. Warren
					Lee O. Tustison, Pres.-Pub.		K. H. Tustison (sp)		L. O. Tustison (n) Pauline Weaver (cl)	
DELAWARE	Gazette									
8,675	(e) **3,512x**	.025	.019	(I) (UP) (†) (J) (2¢, 12¢w, 50¢m, $1) (36)	Delaware Gazette	W. D. Thomson	H. C. Thomson	W. D. Thomson	Wm. Zimmer	O. B. Case
					W. D. Thomson, Pub.			N. Decker (cm)	M. T. Gay (n) Wm. Zimmer (cl)	
DELPHOS	Herald									
5,672	(e) 1,434	.025	...	(I) (UP) (†) (J) (12¢w) (69)	Delphos P. & P. Co	A. J. Laudick		A. J. Laudick		A. G. Laudick
					Arnold B. King, Pres.					Mark Humpert (j)
DENNISON	Paragraph									
4,529	(e) 3,250	.025	...	(I) (J) (2¢) (none)	W. A. Macdonald	W. A. Macdonald		W. A. Macdonald	H. M. Russell	
DOVER	Reporter									
9,716	(e) **6,416**	.035	.025	(R) (INS) (†) (ROP-1) (J) (3¢, 15¢w, 65¢m, $2) (39)	Tuscarawas Pub. Co	A. A. Hoopingarner	Clyde Shaffer	A. A. Hoopingarner	David Lindberg	C. R. Smith
					A. A. Hoopingarner, Pres.-Pub.	H. G. Hagloch		Edw. Schoelles (bm) J. A. Burns (cm)	B. Schwartz (cl)	B. Schwartz (j)
EAST LIVERPOOL	Review									
29,329	(e) **11,817x**	.05	...	(R) (AP, UP, INS) (†) (3¢, 15¢w, 60¢m, $1.40-$1.85, $2) (36)	Brush-Moore Newspapers, Inc.	F. H. Fisk (me)	Paul Walton	Roy D. Moore	Richard Ball	Walter Niblock
					L. H. Brush, Pres.		Floyd Weidman (sp)	C. V. Hughes (bm) Ralph Deshler (cm)	C. V. Hughes (n) K. H. Long (cl)	
EAST PALESTINE	Leader									
5,218	(e) 1,655	.025	.025	(I-R) (UP) (J) (2¢, 10¢w, 40¢m, $1) (69)	C. L. Merwin, Pub	Paul Merwin		R. W. Merwin		Geo. McCarthy
ELYRIA	Chronicle-Telegram									
25,633	(e) **10,986**	.05	.035	(I-R) (UP) (†) (3¢, 18¢w, 75¢m, $2.25) (36)	Lorain County P. & P. Co.	J. Claire George	Russell Davies (sp)	A. C. Hudnutt	L. F. Reisinger	J. J. Peltz
					A. C. Hudnutt, Pres.-Pub.			Russell Stokley (cm)	Maurice Stark (cl)	
FINDLAY	Republican-Courier									
19,363	(m) **13,181**	.055	...	(I) (AP, UP, INS) (†) (3¢, 15¢w, $2) (36)	Findlay Pub. Co	R. L. Heminger	H. A. Fish	I. N. Heminger (bm)	W. L. Jaqua	Frank Camp
					I. N. Heminger, Pres.	H. A. Fish	A. D. Groves (sp)	John R. Schuck (cm)	Edna Decker (n)	
FOSTORIA	Review									
12,770	(e) **2,767**	.025	.025	(R) (UP) (†) (J) (3¢, 15¢w) (40)	Review Ptg. Co	F. M. Hopkins	Virgil Sweitzer	F. M. Hopkins	E. M. Hopkins	Will Strange
					C. B. Hopkins, Pres. F. M. Hopkins, Pub.			Edmond M. Hopkins (bm) Robt. Frehse (cm)		A. R. Winkler (j)
	Times									
	(e) 3,083	.025	.025	(D) (INS) (†) (J) (3¢, 15¢w, $1.10) (36)	Stanton Carle, Pub	Albert S. Bryan	Albert S. Bryan	Stanton Carle	Eloda Chamberlin	Wm. Lederer
						Stanton Carle	Stanton Carle (sp)	Jack Kronert (cm)	Pauline Henry (n) Rome Chamberlin (cl)	
FREMONT	News-Messenger									
13,422	(e) **9,186**	.03	.025	(D) (AP, UP) (†) (ROP-1) (3¢, 15¢w, $1.75) (40)	Fremont Messenger Co.	Leaman L. Faris	Jerry Liska (sp)	F. J. Daubel	H. J. Davis	A. E. Clucker
					L. E. Kinn, Pres. F. J. Daubel, Pub.			Jack Ambrose (cm)	D. F. Daubel (n)	
GALION	Inquirer									
7,674	(e) 2,740	.03	.03	(I) (UP) (†) (J) (3¢, 15¢w) (40)	Inquirer Ptg. Co	W. S. Goshorn		W. L. Goshorn (bm)	J. A. Shearer	Henry Cullen
					Edgar Koehl, Pres. W. V. Goshorn, Pub.			J. Allan Johnson (cm)	L. E. Smith (n) J. A. Johnson (cl)	M. G. Fisher (j)
GALLIPOLIS	Tribune									
7,104	(e) 3,337	.03	.025	(R) (AP, UP) (J) (3¢, 15¢w, 60¢m, $1.50) (69)	H. W. Weatherholt	H. W. Weatherholt	E. W. Mauck	H. W. Weatherholt	J. E. Danner	E. Coder
						E. W. Mauck	Robt. Cornwell (sp)	Ruth Richards (cm)	H. W. Wetherholt (n) Vivian Bevan (cl)	

(Continued on page 72)

YEARS OF LEADERSHIP ☆

Each year, for more than a generation, the Cincinnati Times-Star has consistently carried more Total Display Advertising than any other 6 or 7 day paper in the rich, $250,000,000 Cincinnati Trading Area.

During 1939 this leadership included over 500 MORE pages of RETAIL and 350 MORE pages of GENERAL advertising than the other evening paper, . . . over 1,000 MORE pages of RETAIL and 500 MORE pages of GENERAL advertising than the morning paper . . . and over 1,000 MORE pages of RETAIL and 500 MORE pages of GENERAL advertising than the Sunday paper in Cincinnati.

. . . convincing evidence that you need the Times-Star, and ONLY the Times-Star, to do your complete selling job in Cincinnati.

ONE HUNDRED YEARS OF SERVICE · CINCINNATI TIMES-STAR · 1840 COMMEMORATING THE CONFIDENCE OF ITS READERS - THE FAITH OF ITS ADVERTISERS - AND THE LOYALTY OF ITS PERSONNEL 1940

CINCINNATI TIMES-STAR

HULBERT TAFT, ***President and Editor-in-Chief*** ***Owners and Operators of Radio Station WKRC***

NEW YORK: Martin L. Marsh, 60 E. 42nd St. • CHICAGO: Kellogg M. Patterson, 333 N. Michigan

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	 Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Sutp.
7ENEVA............ G,91	Free Press (e)	2,018	.02	...	(R) (†) (2¢) (36)	Geneva Free Press Co.. C. A. Rowley, Pres.-Pub.	C. A. Bonsor..........	James Owens (sp).....	C. A. Bonsor (bm)..... C. Burhanna (cm)	Leonard Dute.........	Belford Jungren
GREENFIELD........ 3,871	Times (e)	3,350	.03	...	(I) (†) (J) (2¢) (none)	C. Carlton Hartley....	Pat Shrock...........	....	E. F. Hartley..........	....	Robt. Snider
GREENVILLE........ 7,036	Advocate (e)	7,607	.045	.045	(I-D) (UP) (†) (2¢, 10¢w, 40¢m) (40)	Advocate Co.......... W. A. Browne, Jr., Pub.	W. A. Browne, Jr......	David Deardourff..... Bud Browne (sp)	Walter E. Browne..... Clarence McVay (cm)	Wm. A. Browne, III... E. Birt (cl)	F. Krump
HAMILTON......... 51,276	Journal-News (e)	**14,775**	.06	.053	(I) (AP) (3¢, 18¢w, $2.25, $2.17) (36)	Journal Pub. Co....... Homer Gard, Pres.-Pub.	H. R. Grosvenor (me)..	Richard Connelly...... George Hutchinson (sp)	Homer Gard........... L. R. Hensley and G. E. Holdefer (bm) F. A. Brown (cm)	L. R. Hensley.........	J. W. Strange
IRONTON.......... 16,621	Tribune (e)	**5,935**	.04	.04	(R) (AP, UP) (†) (30¢d, 5¢S, 15¢w) (36)	Tribune Pub. Co...... L. H. Brush, Pres. F. B. Moore, Pub.	F. B. Moore..........	K. J. Barron.......... C. K. Krell (sp) F. B. Moore (Su)	F. B. Moore.......... J. M. Gorman (cm)	C. A. Walker......... B. A. Wyatt (n) J. B. Phillips (cl)	C. Feil
	Sunday edition (S)	**6,497**	.04	.04							
	News (m)	6,217	.035	.035	(I) (INS) (†) (J) (3¢, 10¢w, $2) (39)	News Co............. E. S. Culbertson, Pres. C. L. Collett, Pub.	Howard Mayes........	A. T. Turnbull, Jr. (sp)	Howard Mayes........ LeRoy Vaughan (cm)	Howard Mayes........ A. O'Hara (n) J. Barber (cl)	Harry Collett J. R. Roberts (j)
KENTON............ 7,069	Democrat (e)	2,744	.02	...	(D) (UP) (3¢) (none)	C. E. Flanagan........	C. E. Flanagan........	....	J. P. Siemon (cm).....	G. Moore (n).........	D. A. Flanagan
	News-Republican (e)	3,245	.02	...	(R) (INS) (†) (J) (none)	Republican Co........ E. S. Rutledge, Pres.	E. S. Rutledge........	Mardo Williams.......	E. S. Rutledge........ J. M. Zimmerman (bm) R. E. Thompson (cm)	H. E. Talbert......... P. Carpenter (cl)	W. Kennedy
LANCASTER........ 18,610	Eagle-Gazette (e)	**9,375**	.055	...	(I) (AP, UP) (†) (J) (3¢, 15¢w, $1.50) (36)	Eagle-Gazette Co...... R. Kenneth Kerr, Pres.-Pub.	Richard Mattox (me)..	P. I. Hazelton........ Wilbur Kilbarger (sp)	R. Kenneth Kerr...... Chalmers F. Wolf (cm)	R. E. Seiber..........	E. O. Tobin
LIMA............... 42,287	News (e)	**22,440**	.09	.09	(D) (AP, UP, INS) (†) (ROP-1) (J) (3¢d, 7¢S, 20¢w, 87¢m, $1.33d, $4S) (27)	News Pub. Co......... L. S. Galvin, Pres.-Pub.	W. H. Hagen..........	J. N. Bissell........... W. E. Snypp (sp)	L. S. Galvin.......... F. R. Corcoran (bm) A. B. Chandler (cm)	F. M. Ammon......... C. B. Hinkle (n) T. J. Hunter (cl)	A. L. Kendall (j)
	Sunday edition (S)	**23,875**	.09	.09							
LISBON............. 3,405	Journal (e)	1,350	.03	...	(R) (J) ($1) (40)	Buckeye Pub. Co...... W. A. Frew, Pres.	W. A. Frew...........	....	O. R. Peterson........	....	O. R. Peterson (j)
LOGAN.............. 6,080	News (e)	3,688	.03	.03	(I-D) (AP) (†) (J) (2¢, 12¢w) (36)	Wayne Newspaper Co.. W. J. Galvin, Pres. W. W. Galvin, Pub.	Robert Rochester......	....	Chas. G. McKinley.... Lawrence Webb (cm)	L. Webb............. Chas. G. McKinley (n) K. Bliss (cl)	F. McClure Wm. Durant (j)
LORAIN............. 44,513	Journal & Times-Herald (e)	**14,652**	.07	...	(I) (AP, UP, INS) (3¢, 18¢w) (120)	Journal Co........... I. Horvitz, Pres. S. A. Horvitz, Pub.	Frank Maloy..........	Ralph Disler.......... John Saffell (sp)	Frank Maloy......... C. H. Norton (bm) Harry Hughes (cm)	C. H. Norton......... R. Haberman (cl)	L. Dickinson
MANCHESTER....... 2,009	Signal (m)	3,818	.03	...	(R) (†) (J) (2¢) (69)	Signal Pub. Co........ R. C. Wilkerson, Pres.	R. C. Wilkerson....... V. H. Wilkerson	Russell Poole (sp).....	R. C. Wilkerson....... V. H. Wilkerson (bm)	V. H. Wilkerson.......	James Ellis
MANSFIELD......... 33,525 40,067 (City Zone)	News-Journal (e)	**19,063**	.09	.09	(I) (AP, UP, INS) (†) (ROP-1) (3¢, 21¢w) (120)	Journal Co........... I. Horvitz, Pres. S. A. Horvitz, Pub.	G. J. Kochenderfer.... R. D. Lindsay	Joseph Kuebler....... Oscar Ruhl (sp) R. D. Lindsay (Su)	John W. Graham...... W. W. Bowden (cm)	J. M. Clarke.......... J. M. O'Hara (cl)	P. M. Wragg
MARIETTA.......... 14,283	Times (e)	**9,139**	.04	.04	(I) (UP) (†) (ROP-1) (3¢, 15¢w, 60¢m, $1-$2) (36)	Times Co. .... Frank B. McKinney, Pres.	Frank B. McKinney...	Abe Smith............ Ray Irvine Beagle (sp)	Will P. McKinney..... John O. Beiser (cm)	L. E. Toller........... L. K. Miller (n) Fred Reynolds (cl)	Cecil Echols
MARION............ 31,084	Star (e)	**15,854x**	.06	.06	(I-R) (AP, UP, INS) (†) (ROP-1) (3¢, 15¢w, $1.25) (36)	Brush-Moore News- papers, Inc. L. H. Brush, Pres.	Harry S. Elliott (me)..	R. W. Byrd........... Chas. Hostetler (sp)	James C. Woods (bm).. Delmas Jenkins (cm)	Edw. W. Fox .... Delmas Jenkins (cl)	....
MARTINS FERRY.... 14,524 32,506 (ABC City)	Times (e)	**9,851x**	.05	...	(I-R) (INS) (†) (J) (ROP-2) (3¢) (36)	Daily Times Co....... Albert V. Dix, Pres.-Pub.	Albert V. Dix.........	A. H. Mitchell........ H. Reuther (sp)	Albert V. Dix......... W. R. May (bm) J. D. Dunkle (cm)	W. R. May........... Virginia R. Burkel (n) Betty G. Truax (cl)	W. A. Merton (j)
MARYSVILLE........ 3,639	Tribune (e)	3,522	.025	...	(I-R) (UP) (J) (2¢) (36)	Huber Bros. & Otto....	Irwin C. Henry.......	....	J. M. Huber..........	J. M. Huber..........	J. L. Huber
MASSILLON......... 26,400	Independent (e)	**9,416**	.05	.05	(I) (AP) (†) (3¢, 15¢w) (120)	The Cecilia Corp...... M. L. Annenberg, Pres.-Pub.	C. E. Chidester.......	Fred Becker..........	E. A. Neutzenholzer... Wm. Young (cm)	K. C. DeLong........ Miss M. E. Cook (n)	R. Buttermore
MECHANICSBURG... 1,424	Telegram (e)	2,681	.02	.02	(R) (ROP) (J) (1¢, 5¢w, 20¢m) (40)	The Daily Telegram....	....	....	Leon Boutwell........	....	Ralph Tobias Leon Boutwell (j)
MIDDLETOWN....... 29,992	Journal (e)	**11,157**	.05	...	(I-R) (AP, UP) (J) (ROP-2) (2¢) (36)	News Journal Pub. Co. J. A. Chew, Pres. E. S. Myers, Pub.	E. S. Myers.......... N. J. Lawler	Dave Regan (ce-Su)... Glen Hansel (sp)	E. S. Myers.......... N. J. Lawler (bm) F. W. Chew (cm)	R. S. Heller.......... F. Ford (n) C. B. Quigley (cl)	L. Du Ermit
	Sunday News-Journal (S)	**11,093**	.05	...							
MOUNT VERNON.... 9,270	News (e)	**6,703x**	.035	.035	(I-R) (AP) (†) (3¢, 15¢w, $1.50) (36)	Republican Pub. Co... E. E. Culbertson, Pres.	Justin E. Devalon.....	Fred Lorey........... Ralph Harris (sp)	L. A. Culbertson...... G. T. Culbertson (bm) C. P. Wenger (cm)	R. H. Bell............ Dorothy Arensberg (cl)	Carl Fettig..
NEWARK............ 30,596	Advocate & American Tribune (e)	**13,721x**	.06	...	(I) (AP, UP) (†) (ROP-1) (J) (3¢, 15¢w, $1.75) (36)	Advocate Ptg. Co...... Chas. H. Spencer, Pres.-Pub.	Chas. H. Spencer......	H. R. Johnson........ Edward Schrack (sp)	C. H. Spencer......... F. W .Spencer (bm) John Spencer (cm)	C. W. Bluthart........ F. W. Spencer (n) Harold Cohen (cl)	H. E. Grigsby Richard Walker (j)
NEW LEXINGTON... 3,901 5,021 (City Zone)	News (e)	2,117	.03	.03	(R) (INS) (†) (J) (2¢, 10¢w, 40¢m, $1) (none)	Perry Cty Pub. Co.... W. J. Galvin, Pres. Wayne W. Galvin, Pub.	Wm. S. Miller........	Wm. S. Miller........	R. W. Griffith........	R. W. Griffith........	Tom Collins R. W. Griffith (j)
NEW PHILADEL- PHIA............... 11,365	Times (e)	**8,506**	.04	.04	(I-D) (UP) (†) (J) (3¢, 15¢w, $1.67) (36)	Democrat Pub. Co..... J. E. Hurst, Pres.	I. Dale Empfield...... J. E. Hurst	I. Dale Empfield...... E. F. Hurst (sp)	J. E. Hurst........... Dick Hurst (cm)	D. G. Warner......... F. R. Hurst (cl)	F. L. Kimmel Fred Sloe (j)
NILES............... 16,313	Times (e)	3,947	.03	...	(I-R) (UP) (†) (J) (3¢) (3-87)	Mahoning Valley News- papers M. I. Wick, Pres.-Pub.	Milton I. Wick........	D. Rogers............ Paul Snelus (sp)	Alfred Peoples........ (cm)	J. C. Rockwell........ C. E. Brown (cl)	J. R. Grahl
NORWALK.......... 7,775	Reflector-Herald (e)	4,037	.025	...	(R) (UP) (†) (J) (5¢, 12½¢w, $50¢m) (131)	R. C. Snyder......... Dudley A. White, Assoc-Pub.	R. C. Snyder.........	A. E. David.......... Wendell Brown (sp)	D. A. White.......... R. A. Fisher (bm) Elsie Miller (cm)	Russell A. Fisher..... Elsie Miller (cl)	Roman D. Simon Geo. W. Jacobs (j)
PAINESVILLE........ 10,968 15,902 (ABC City)	Telegraph (e)	**7,425**	.035	...	(R) (UP) (J) (ROP-1) (3¢) (36)	Telegraph-Republican Co. C. A. Rowley, Pres.	H. E. Johnson........	H. E. Johnson........ Chas. Dugan (sp)	H. H. Henes (bm)..... Chas. A. Evans (cm)	R. N. Heyer.......... Howard Mills (cl)	Loren Bruce H. B. Hurst (j)
PIQUA.............. 16,009 17,000 (City Zone)	Call (e)	6,992	.04	.03	(R) (UP) (†) (3¢, 15¢w) (36)	Call Pub. Co., Inc..... C. F. Ridenour, Pres.-Pub.	C. F. Ridenour........ Ray H. Heater	Kenneth Shofstall..... Paul Murray (sp)	C. F. Ridenour........ Paul W. Stiles (bm)	Paul W. Stiles........ C. F. Ridenour (n) Robt. Ebbing (cl)	Lewis Davidson
POMEROY........... 3,563	Tribune (e)	3,100	.04	...	(R) (INS) (†) (J) (3¢) (69)	Meigs Pub. Co........ T. Ebersbach, Pres.	C. A. Schaefer........	John Gilmore (sp).....	Jean Hart (cm).......	A. N. Coates.........	Geo. Hoeflich S. Martin (j)
	Sunday edition (S)	3,100	.04	...							
PORTSMOUTH....... 42,560 53,304 (City Zone)	Times (e)	**19,248**	.07	.04	(I-R) (AP, UP, INS) (†) (ROP-3) (3¢, 15¢w) (36)	Brush-Moore News- papers, Inc. L. H. Brush, Pres.	John Green (me)......	Ernest Schusky....... Carl Hess (sp)	R. F. Fletcher (bm).... Harry E. Foehr (cm)	C. G. Linham......... Harry E. Foehr (cl)	Frank Duncan
	Sunday edition (S)	**20,096**	.07	.04							
RAVENNA........... 8,019 18,391 (ABC City)	Record (e)	**6,252x**	.04	.045	(I) (UP) (†) (J) (3¢, 15¢w, $1.75) (36)	Record Pub. Co....... E. C. Dix, Pres. Robt. C. Dix, Pub.	A. R. Sicuro..........	A. R. Sicuro..........	Robt. C. Dix......... Gordon Dix (bm) Wm. E. Langell (cm)	M. A. Wolcott........ Wayne Pittman (cl)	C. E. Nodine F. D. Engelhard (j)
ST. MARYS.......... 5,433	Leader (e)	2,479	.025	...	(I) (INS) (†) (J) (3¢, 15¢w, 60¢m, $1.50) (40)	Leader Ptg. Co........ A. C. Buss, Pres.-Pub.	A. C. Buss...........	K. C. Geiger......... H. M. Blair	A. C. Buss........... Marietta Bergman (cm)	H. M. Blair...........	J. Miller H. W. Buss (j)
SALEM.............. 10,622	News (e)	**4,569**	.025	...	(R) (AP, UP, INS) (†)(J) (3¢, 15¢w, 60¢m, $2) (36)	Brush-Moore News- papers, Inc. L. H. Brush, Pres. R. W. Hawley, Pub.	Ralph W. Hawley..... F. J. Wise	Jack Ballentine (sp)...	R. W. Hawley........ R. J. Ketterer (cm)	C. L. Smith...........	T. H. Detwiler (j)

(*Continued on page 74*)

COLUMBUS, OHIO, IS ONE OF THE NATION'S BEST ADVERTISING

* TEST MARKETS *Because*

Columbus is the ACTION CENTER for a thrifty community where industry, commerce and agriculture are equally important.

It's population is 94.7 native born. Incomes, owned homes, automobile ownership are above average.

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ONLY ONE NEWSPAPER HAS EFFECTIVE COVERAGE OF THIS FERTILE MARKET

*

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THE COLUMBUS DISPATCH

First In Columbus in Advertising and Circulation

First in America in City Circulation in Proportion to Population

O'MARA AND ORMSBEE . . . NATIONAL REPRESENTATIVES

NEW YORK DETROIT CHICAGO ATLANTA SAN FRANCISCO LOS ANGELES

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City / Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SANDUSKY 24,622	News (e) 7,091	.04	...	(I-D) (AP) (2¢, 10¢w, $1) (72)	News Pub. Co. David Gibson, Pub.	Donald T. John	C. C. Slocum James Temple (sp)	Ben J. Alf (bm)	Allen Martin Catherine O'Neil (cl)	G. Held
	Register (m) 9,417	...	...	(R)	Sandusky Newspapers, Inc. R. C. Snyder, Pres.	Paul Heiberger Wm. Wade (me-m) David Spaulding (me-e)	M. H. Harmon (sp)	John D. Mack (bm) Lambert Liddell (cm)	John D. Mack	Carl Hants
	Star-Journal (e) 6,439	...	...	(D) (AP, UP) (†) (ROP-1) (3¢, 15¢w, m or e, 20¢w, m-e) (131)						
	Combined daily (me) 15,856	.07	...							
	Register (S) 10,687	...	...							
	Evening & Sunday (eS)	.07	...							
SHELBY 6,198	Globe (e) 2,250	.03	...	(I) (INS) (†) (J) (2¢) (69)	Stambaugh&Stambaugh	R. L. Castor	.....	J. C. Stambaugh (bm)	.....	E. Bricker J. C. Stambaugh (j)
SIDNEY 9,301	News (e) 6,400	.03	.03	(I) (INS) (ROP-3) (J) (3¢, 10¢w) (none)	Sidney P. & P. Co. E. C. Amos, Pres.-Pub.	H. A. Amos	Thos. Potter (sp)	W. T. Amos (bm)	J. O. Ames	Cecil Watkins] F. A. Taubken (j)]
SPRINGFIELD 68,835	News (e) 18,305	...	...	(I-D)	Springfield Newspapers, Inc. James M. Cox, Pres. Edgar Morris, Pub.	Edgar Morris (m) Bert A. Teeters (e&S) B. A. Teeters (me)	Chas. Roberts (e-Su) Marvin Crabbs (m) Leonard Barber (sp-e) Robt. Sullivan (sp-m) Chas. A. Roberts (Su)	Edgar Morris Earl C. Merideth (cm)	C. G. Schaefer W. H. Baird (n) Raymond Beckman (cl)	Carl Snow (comp) Frank Otstot (stere)
	Sun (m) 15,878	...	...	(I) (AP, UP) (†) (ROP-1) (3¢d, 10¢S, 18¢w-d, 28¢w-d-S, $2.16d, $7.75S) (109)						
	Combined daily (me) 34,183	.11	.102							
	News-Sun (S) 23,528	.105	.095	(I)						
STEUBENVILLE 35,422	Herald-Star (e) 20,528x	.07	.07	(R) (AP, UP, INS) (†) (3¢, 15¢w, $2) (117)	Brush-Moore Newspapers, Inc. L. H. Brush, Pres.	J. D. Rairdon N. Edward Worstall	John Adams Wm. Workman (sp)	Roy D. Moore J. D. Long (bm) Chas. E. Shotts (cm)	W. E. Cox L. S. Krichbaum (cl)	C. E. Kinney
TIFFIN 16,428	Advertiser-Tribune (e) 7,281	.035	...	(I) (UP) (†) (3¢, $15¢w) (36)	Advertiser-Tribune Co. E. T. Rodgers, Pres.	John H. Thompson	R. H. Keller Jess Williams (sp)	E. T. Rodgers	Ivan Hesson E. T. Rodgers (n) Karl Plasterer (cl)	Glen Feris
TOLEDO 290,718 320,484 (City Zone)	Blade (e) 152,264	.40	...	(I) (AP, UP, INS) (†) (ROP-2) (3¢, 18¢w) (11)	Toledo Blade Co. Paul Block, Pres.-Pub.	Grove Patterson C. R. Corbin	F. M. Mollenkopf R. A. French (sp)	S. C. Speer F. S. Newell (bm) F. E. Cottrell (V.-P. & Treas.)	W. E. Myers H. C. Aldridge (n) L. E. Newmyer (cl)	E. P. Doyle
	Times (m) 24,332	.10	...	(I-R) (AP) (*S) (†) (3¢, 10¢S) (11)	Times Pub. Co. Paul Block, Pres.-Pub.	J. D. Dun (asso.-ed) Harold H. Hartley (me)	L. O. Harshman Paul Schrader (sp)	R. C. Patterson D. A. Wiley (bm) F. S. Newell (cm)	C. J. Tefft D. A. Wiley (n)	Leo Long
	Sunday edition (S) 61,455	.18	...							
TORONTO 7,045	Tribune (e) 2,903	.03	.03	(I) (†) (2¢, 12¢w, $1) (69)	The Toronto Tribune Co. Fern Richmond, Pres.-Pub.	Fern Richmond	.....	Fern Richmond R. B. Berger (cm)	.....	.....
TROY 8,675	News (e) 3,416	.025	.022	(R) (UP) (†) (J) (3¢, 15¢w, $2) (36)	Miami Union Pub. Co. A. C. McClung, Pres.	R. D. Steinmets	W. J. Miller Geo. Sturgiss (sp)	A. C. McClung Robt. Shanessy (cm)	Chas. Mattocks A. C. McClung (n) C. Steinmets (cl)	L. A. Compton Ernest Thokey (j)
UHRICHSVILLE 6,437	Chronicle (e) 3,479	.02	...	(R) (INS) (†) (2¢, 10¢w, $1) (36)	Chronicle Co.	Don W. Stoutt (me)	.....	.....	Wm. H. Stoutt	J. F. Derry
UPPER SANDUSKY 3,885	Chief-Union (e) 4,315	.035	...	(D) (INS) (J) (3¢) (69)	Chief Pub. Co. S. W. Martin, Pres.	Nelson J. Hall (me) L. M. Newcomer (news)	Paul Creger	Nelson J. Hall	T. R. Tschants	Wallace Stein Frank R. Bowman (j)
URBANA 7,743	Citizen (e) 4,228	.025	.025	(I) (INS) (†) (J) (3¢, 15¢w, 65¢m, $1.84) (69)	Gaumer Pub. Co. C. F. Ridenour, Pres.	Herman E. Harner	J. F. McDaniel (news) Wm. Whitham (sp)	Herman Harner Harry Algire (cm)	Lou Hovey L. Kavanaugh (n) Floyd Pfaumer (cl)	Walter Upham (j)
VAN WERT 8,472	Times-Bulletin (e) 4,861	.03	.021	(I) (UP) (†) (J) (3¢, 15¢w, $1.50) (36)	Van Wert Pub. Co. W. J. Galvin, Pres. W. W. Galvin, Pub.	Ford G. Owens	Robt. Kerr	Ford G. Owens M. R. Brittsan (cm)	A. C. Feigert J. W. Owens (cl)	Chas. Walls John Iler (j)
WAPAKONETA 5,378	News (e) 3,207	.03	...	(I) (UP) (J) (3¢) (none)	Democrat Ptg. Co. C. K. Rockwell, Pres.	R. P. Melching	.....	C. K. Rockwell	.....	Oliver Ambos
WARREN 41,002	Tribune Chronicle (e) 16,434	.06	...	(R) (AP) (†) (3¢, 18¢w, $2) (120)	Tribune Co. Mrs. Helen Hart Hurlbert, Pres.	Thomas H. Deming Stanley E. Hart	Joseph R. Snelus Richard T. Thompson (sp)	Clarence E. Gilliam(bm) R. E. Piltz (cm)	Harry R. Farrall Gerald Townsend (cl)	R. M. O'Connor
WASHINGTON C. H. 8,426	Record-Herald (e) 5,090	.04	.035	(I) (AP) (†) (J) (3¢, 15¢w, 60¢m, $1.50) (36)	Washington News Pub. Co. W. J. Galvin, Pres.	Howard Harper F. F. Tipton	B. E. Keley Don Easter (sp)	F. F. Tipton Virginia Van Winkle (cm)	Earl McCoy Frank Ellis (cl)	J. E. Magly
WELLSTON 5,319	Sentinel (e) 1,934	.049	...	(R) (†) (J) (2¢, 10¢w) (39)	Sentinel Pub. Co. W. E. Thomas, Pres. W. E. Thomas & Gordon Morrow, Pubs.	G. Morrow	John W. Walker	W. E. Thomas Alice Gensler (cm)	Irvin Eubanks Gordon Morrow (n) Kate Bentine (cl)	W. R. Bartholomew
WELLSVILLE 7,956	News (e)	.03	...	(I) (2¢) (69)	G. C. Davis, Pres.-Pub.	Dan Thompson	.....	.....	Dan Thompson	A. A. Johnson
WILMINGTON 5,332	News-Journal (e) 4,391	.03	.025	(R) (AP) (†) (J) (3¢, 15¢w, $1.50) (36)	News-Journal Co. W. J. Galvin, Pres.-Pub.	W. J. Galvin J. M. Glatz	J. M. Glatz Robt. McNemar (sp)	Wayne W. Galvin N. M. Mills (cm)	R. C. Stratton N. M. Mills (n) B. Harcum (cl)	R. Thatcher L. Sutton (j)
WOOSTER 10,742	Record (e) 10,621	.07	.07	(I) (INS) (†) (ROP-2) (3¢, 15¢w) (36)	Record Ptg. Co. E. C. Dix, Pres.-Pub.	E. H. Hauenstein	Harold Murray	Raymond Dix John A. Flood (cm)	Gordon Dix R. E. Dix (n) Arthur Wirt (cl)	Earl Snyder
XENIA 10,507	Gazette (e) 5,193	.035	...	(R) (UP) (†) (3¢, 15¢w, $2) (36)	Chew Pub. Co. J. A. Chew, Pres. E. S. Myers, Pub.	R. A. Higgins	Phil Frame Jack Jordan (sp)	E. S. Myers C. E. Flora (bm) Jos. Curry (cm)	F. R. Grapperhaus C. E. Flora (n)	.....
YOUNGSTOWN 170,004	Vindicator (e) 63,851	.18	.18	(I-D) (AP, UP, INS) (*S) (†) (ROP-3) (3¢, 10¢S) 18¢w, $2.15) (67)	Vindicator Pub. Co. J. H. Clarke, Pres. Wm. F. Maag, Jr., Pub.	Wm. F. Maag, Jr. Wm. L. Powers	George Kelley Frank B. Ward (sp) Wm. L. Powers (Su)	Wm. F. Maag, Jr. W. O. Brown (bm) H. I. Paulson (cm)	R. H. Hackett Wm. J. Brown (n) Floyd B. Jones (cl)	L. J. Griner
	Sunday edition (S) 65,282	.18	.18							
ZANESVILLE 36,440	Times-Recorder (m) 20,729	...	...	(R)	Zanesville Pub. Co. W. O. Littick, Pres.-Pub.	W. O. Littick Clair Stebbins (me-e) C. E. Granger (me-m)	Allen Gonder (e) E. V. Cotter (m) Robt. Howard (Su) Paul Fleming (sp-m) Robt. Gilka (sp-e) James Foran (sp-Su) Earl E. Brannon (Su)	O. B. Littick C. L. Sink (cm)	H. C. Barrick Francis Dosch (cl)	Sanford Selsam
	Signal (e) 7,867	...	...	(D) (AP, UP, INS) (†) (ROP-2) (3¢d, 5¢S, 15¢w) (36)						
	Combined daily (me) 28,596	.10	.10	(I)						
	Times-Signal (S)	.045	.045							
	News (e)	.05	...	(none)	C. J. Beach, Pub.	.....	.....	C. J. Beach (bm) G. Morrison (cm)	Edger Bell (n)	.....
	Sunday edition (S)	.05	..				(New daily, first issue October 22, 1939.)			

OKLAHOMA

City / Population	Name of Newspaper, Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ADA 11,261	News (e) 6,484	.05	...	(D) (AP, UP) (†) (ROP-1) (J) (3¢d, 5¢S, 15¢w, 65¢m, $2d, $3S) (18)	News Pub. & Ptg. Co. W. D. Little, Pres.-Pub.	W. D. Little Roy McKeown	Eugene White Copass Routh (Su)	W. D. Little Rigby Owen (cm)	J. Hugh Biles Dorothy Ealick (cl)	Clyde Alletag T. W. Brydia (j)
	Sunday edition (S) 6,552	.05	...							
ALTUS 8,439	Times-Democrat (e) 4,155	.04	.035	(I-D) (UP) (†) (J) 5¢, 15¢w, 60¢m, $2.50) (63)	Harrington Wimberly, Pub.	Harrington Wimberly H. W. Williams	Jack Ludrick (sp)	H. Wimberly Geo. Ellis (cm)	Bob L. Kidd, Jr. L. Thetford (cl)	Edwin Carter V. Tinney (j)
	Sunday edition (S) 4,155	.04	.035							
ALVA 5,121	Record (m) 2,634	.03	...	(I) (AP) (J) (25)	A. W. Doughty, Pub.	O. F. Cayce	Jack Mayfield	A. W. Doughty Arthur Bradbury (cm)	Frank Bernatt	J. C. McConnell B. Delhotel (j)
	Sunday edition (S) 2,634	.03	...							
	Review-Courier (e) 3,078	.03	...	(I) (UP) (J) (5¢) (116)	.....	Maurice F. McEvoy	.....	.....	.....	.....
	Sunday edition (S) 3,078	.03	...							

(Continued on page 76)

"People Buy MORE of the Things They SEE!"

Lighted, POINT-OF-SALE Food Displays have been installed by the Canton Repository, Portsmouth Times and Marion Star to help turn buying impulses into actual sales.

In these 3 Ohio markets, advertised foods have preferred, spotlighted position in the big volume food outlets.

Eye catching reminders . . . . . they complete the advertising job!

People buy more of the things they see. . . . . and advertised food products are sure to be seen in Canton, Portsmouth and Marion.

Every food producer who wants more sales in 1940 is welcome to use this service.

MANUFACTURERS . . AGENCIES . . JOBBERS

Write us for facts on results achieved by these displays and for complete details on how this plan can be put to work for you.

CANTON REPOSITORY
STEUBENVILLE HERALD-STAR
Represented by Story, Brooks & Finley
PORTSMOUTH TIMES
MARION STAR
EAST LIVERPOOL REVIEW
SALEM NEWS
Represented by John W. Cullen Co.

FULL COVERAGE
SIX EXCLUSIVE MARKETS

BRUSH-MOORE NEWSPAPERS
COVER SIX INDISPENSABLE OHIO MARKETS

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANADARKO 5,036	News (e) 3,082 Sunday edition (S) 3,082	.03 .03	.025 .025	(D) (UP) (†) (J) (5¢, 12¢w, 50¢m) (116)	Anadarko Pub. Co., Inc. J. C. Nance, Jr., Pres. Joe W. McBride, Pub.	Joe W. McBride	John Penn Wallace Kidd (sp)	Joe W. McBride Ira D. Hart (cm)	Wallace Kidd J. W. McBride (n) Wanda Smith (cl)	Chas McVey Roy Young (j)
ARDMORE 15,741	Ardmoreite (e) 7,936x Sunday edition (S) 8,042x	.065 .065	.055 .055	(I-D) (AP) (†) (ROP-1) (5c, 15¢w, 65¢m) (18)	Ardmoreite Pub. Co., Inc. John F. Easley, Pres.	John F. Easley M. E. McWilliams	Ramon Martin (sp)	Ernest P. Riesen (bm) W. F. Spearman (cm)	Albert Riesen E. Riesen (n) B. Holloway (cl)	M. M. Bramlett
BARTLESVILLE 14,763	Enterprise (e) *4,811 Examiner (m) *6,355 Combined daily (me) *11,168 Examiner-Enterprise (S) *10,005	... ... .075 .06	... ... .065 .06	(I) (AP) (ROP-1) (J) (3¢e, 5¢m, 5¢S, 15¢w, 65¢m, $1.50d, $3S) (18)	Examiner Co. N. D. Welty, Pres.-Pub.	N. D. Welty Newell G. Welty	J. J. Speak D. H. Shugars (sp) Newell G. Welty	Don R. Welty Paul Fernald (cm)	E. D. Uzzell Don R. Welty (n) Emogene Fisher (cl)	E. F. Kysela C. D. Campbell (j)
							*Note: Circulations for period of May 21 to Sept. 30, 1939.			
BLACKWELL 10,682	Journal (e) 6,241 Sunday edition (S) 6,293 Tribune (m) 6,445 Sunday edition (S) 6,445	.04 .04 .04 .04	.04 .04 .04 .04	(I) (AP) (†) (ROP-2) (2¢d, 5¢S, 10¢w) (none)	Journal Pub. Co. Carl B. Haun, Pres.	W. F. Bickford	W. F. Bickford Philip Burger (sp) W. F. Bickford (Su)	Phil McMullen Gene Capps (cm)	Ted Tetirick	W. Campbell
				(D) (AP) (†) (ROP-2) (J) (3¢, 15¢w) (72)	Tribune Pub. Co. C. R. Bellatti, Pres.-Pub.	C. R. Bellatti R. M. Bellatti			Fred W. Beckmeyer	
BRISTOW 6,619	Record (e) 3,011	.035	.036	(I) (AP) (†) (J) (5¢, 12½¢w) (none)	Bristow Record Co. L. M. Nichols, Pres.	L. M. Nichols	Howard Briscoe	T. M. Nichols J. L. Stucker (cm)	Guy Milliard	Otis Brown
CHICKASHA 14,099	Express (e) 5,979 Sunday edition (S) 5,974	.045 .045	... ...	(D) (UP, AP) (†) (5¢) (none)	Evans & Vandivier	Geo. H. Evans Al Wilson	Geo. Crouse	Dave Vandivier William Marsh (cm)	George Dismukes Dale Nease (n)	
CLAREMORE 3,720	Messenger (m) 1,800 Sunday edition (S) 1,800 Progress (e) 1,738	.025 .025 .025	... ...	(D) (J) (5¢, 10¢w) (none) (I) (UP)	Messenger Pub. Co. Jas. E. Hammett, Pres. W. C. Kates, Pub.	W. C. Kates	James B. Hammett (sp)	James E. Hammett J. B. Hammett (cm)	E. C. Hammett W. R. Kinney (n)	
CLINTON 7,512	News (e) 6,186 Sunday edition (S) 6,186	.045 .045	.045 .045	(I-D) (AP, UP) (†) (J) (5¢, 15¢w, 60¢m)(116)	Clinton Daily News L. J. Miner Pub.	L. J. Miner Calloway Buckley	Floyd Gibson	A. T. Alley (cm)	L. R. Knight L. J. Miner (n)	Paul Leach H. Linderer (j)
CUSHING 9,301	Citizen (e) 4,078 Sunday edition (S) 4,078	.035 .035	... ...	(I-D) (UP) (†) (J) (5¢, 15¢w, 65¢m, $3) (116)	Publishing Co. of Cushing O. H. Lachenmeyer, Pres.-Pub.	H. M. Lachenmeyer R. B. Allen, Jr.	Eldon Cales	O. H. Lachenmeyer G. Haley (cm)	Orlando Blackburn O. H. Lachenmeyer (n) J. Brown (cl)	E. E. Myers
DRUMRIGHT 4,972	Derrick (e) 3,442 Sunday edition (S) 3,442	.036 .036	... ...	(I) (UP)(J) (5¢) (25)	Lou S. Allard	Orville Allard		Lou S. Allard (bm)	Lou S. Allard, Jr.	
DUNCAN 9,363	Banner (e) 4,447 Sunday edition (S) 4,475	.03 .03	... ...	(I-D) (UP) (†) (J) (5¢, 12¢w, 51¢m, $2) (116)	Duncan Pub. Co.	B. L. Abernethy	C. S. Lecky Joe Paul (sp)	B. L. Abernethy J. Bretschneider (bm) Curtis Ellis (cm)	J. O. Hopper S. P. Bacon (cl)	E. C. Hundley W. C. Jones
DURANT 7,463	Democrat (e) 3,873 Sunday edition (S) 3,873	.03 .03	... ...	(I-D) (UP) (†) (J) (3¢)	Democrat Ptg. Co. M. W. Archibald & R. F. Story, Pubs.	R. F. Story	Wesley Dickey	G. W. Archibald Bennett Story (cm)	Allen Hill G. W. Archibald (n)	H. H. Price
ELK CITY 5,666	News (e) 4,048 Sunday edition (S) 4,048	.03 .03	... ...	(I-D) (UP) (†) (J) (5¢, 12¢, 50¢m, $2) (116)	Paul R. Wade, Pub.	Paul R. Wade Cullen Johnson		C. A. Ryan (bm)	Wade O'Neal C. A. Ryan (n) W. Haddock (cl)	L. Jackson R. J. Christy (j)
EL RENO 9,384	Tribune (e) 4,512 Sunday edition (S) 4,512	.04 .04	... ...	(I-D) (AP-UP) (†) (116)	Okla Newspapers, Inc. E. C. Pulliam, Pres. Ray J. Dyer, Pub.	Ray J. Dyer Budge Harle		Ray J. Dyer Dean Ward (bm) S. H. Rempel (cm)	Dean Ward M. Donnelley (cl)	J. M. Keith
ENID 26,399	News (m) 14,474 Eagle (e) 6,323 Combined daily (me) 20,797 News (S) 15,881	... ... .10 .10	... ... .07 .05	(R) (AP,UP, INS) (†) (ROP-1) (5¢, 15¢w, 65¢m, $2) (65)	Enid Pub. Co. W. M. Taylor, Pres.	M. C. Garber A. J. Strauss	Allan Thomas Ike Campbell (sp)	Wm. M. Taylor Elgin E. Freeman (bm)	E. C. Dunlap Ralph Rogers (n) Bert. Sayles (cl)	J. A. Cinnamon
FREDERICK 4,568	Leader (e) 2,816	.035	...	(D) (UP) (†) (J) (116)	Frederick Leader Co. J. L. Newland, Pres.-Pub.	J. L. Newland Robert O. Cull				L. M. Harris
GUTHRIE 9,582	Leader (e) ..... Sunday edition (S)	.05 .05	... ...	(I) (AP) (†) (3¢, 5¢S)(18)	Leader Pub. Co. Raymond Fields, Pres. E. M. McIntyre and Raymond Fields, Pubs.	Raymond Fields Roy Hickox	Norman Smith Charles Adams (sp) Roy Hickox (Su)	E. M. McIntyre Dillard Pope (cm)	John Dexter E. M. McIntyre (n) Leona Baker (cl)	E. J. Moritz
GUYMON 2,181	Panhandle Herald (e) 2,207	.025	.025	(D) (UP) (†) (J) (1¢, 5¢w) (116)	Panhandle Pub. Co. A. C. DeWolfe, Pub.	Tom Dalhausen		R. N. Andrus (bm)	R. N. Andrus Helen Stice (cl)	A. C. DeWolfe
HENRYETTA 7,694	Free Lance (e) 2,821 Sunday edition (S) 2,821	.03 .03	.025 .025	(D) (UP) (†) (J) (5¢)	Olin Perkins, Bailey Harris, co-Pubs.	Olin Perkins	Cecil Brown	Olin Perkins James Burroughs (cm)	F. M. Shute	Bailey Harris Joe Blake (j)
HOBART 4,982	Democrat-Chief (e) 3,480 Sunday edition (S) 3,480	.03 .03	... ...	(D) (UP) (†) (5¢) (116)	R. J. Belcher, Pub.	D. C. Frost	Jeter Bryan	Roscoe Belcher (bm) R. L. Carmon (cm)	W. R. Hancock Juanita Barnett (cl)	C. Andrews M. F. McEvoy (j)
HOLDENVILLE 7,268	News (e) 3,973 Sunday edition (S) 3,973	.03 .03	.025 .025	(I-D) (UP) (†) (5¢, 15¢w, 50¢m, $2) (116)	Tom R. Phillips	Tom R. Phillips	Vernon Dowdy Tom R. Phillips (Su)	Tom R. Phillips Erol Carder (cm)	Wm. J. Tucker, Jr. Elwood Smith (cl)	Olga Brown
HUGO 5,272	News (e) 2,051 Sunday edition (S) 2,051	.03 .03	... ...	(I) (UP) (J) (5¢) (116)	W. E. Schooler	Mrs. David Alexander		J. H. King	J. H. King	
LAWTON 12,121	Constitution (e) 4,849 Sunday edition (S) 4,849	.035 .035	.032 .032	(D) (UP) (†) (5¢, 15¢w, 65¢m, $2.50) (116)	Lawton Constitution Fred B. Shepler, Pres. Fred B. & Ned Shepler, Pubs.	Ned Shepler	Emmett Keough (co & Su) Carter Waid (sp)	Fred B. Shepler Joe House (cm)	W. R. Rice W. M. Patton	W. R. Hargraves
	Press (m) 4,566 Sunday edition (S) 4,566	.03 .03	... ...	(3¢) (25)	Homer Hedges, Pres.-Pub.			Homer Hedges		
MANGUM 4,806	Star (e) 3,455 Sunday edition (S) 3,455	.03 .03	.03 .03	(D) (UP) (†) (J) (5¢, 12¢w) (none)	Oklahoma Newspaper, Inc. E. C. Pulliam, Pres L. J. Miner, Pub.	Carroll Elliott		Gene Swank Elsie F. Polk (cm)	Elmo Martin Lois Saxton (cl)	Russell Reed R. A. Goad (j)
McALESTER 11,805	News-Capital (e) 4,292x	.035	.035	(I-D) (AP) (†) (J) (3¢, 65¢m) (18)	News-Capital Co., Inc. Fred G. Cowles, Pres.-Pub.	Leon R. Calonkey		Fred G. Cowles (bm) Lowell S. Turner (cm)	Sherman M. Goss	
MIAMI 8,064	News-Record (e) 6,197 Sunday edition (S) 6,241	.05 .05	... ...	(I) (AP) (†) (J) (ROP-1) (5¢) (18)	News-Record Pub. Co., Inc. J. A. Robinson, Pres. C. M. Bartlett, Pub.			C. M. Bart'ett		

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MUSKOGEE 32,026	Phoenix (m) 10,606	...	...	(I) (AP, UP) (†) (ROP-3) (5¢) (13)	Okla. Press Pub. Co. C. M. Bixby, Pres. J. H. Bixby, Pub.	Joel H. Bixby Paul A. Bruner	Ross Robertson (m) Herman Schaden (sp)	Joel H. Bixby Paul J. Schaefer (cm)	L. W. Peckenpaugh	
	Times-Democrat (e) 8,545	...	...							
	Combined daily (me) 19,151	.10	...							
	Phoenix (S) 10,998	...	...							
	Evening & Sunday (ES)	.10	...							
NEWKIRK 2,135	Reporter (e) 583	.011	...	(I) (J) (none)	.....	D. M. Hamlin	.....	J. F. Hamlin	.....	.....
NORMAN 9,603	Transcript (e) 5,139	.04	.04	(I-D) (UP) (†) (J) (3¢, 12¢w, 50¢m) (116)	Transcript Pub. Co. Fred E. Tarman, Pres.-Pub.	Fred E. Tarman	Howard Van Dyke	F. E. Tarman Harold Belknap (bm) Alfred Sloan (cm)	T. E. Miller Harold Belknap (n)	Howard Geis E. S. Anthony (j)
	Sunday edition (S) 5,139	.04	.04							
NOWATA 3,541	Star (e) 2,150	.025	...	(I) (UP) (J) (116)	J. T. Norton	.....	.....	J. T. Norton Mrs. D. Boom (cm)	.....	.....
	Sunday edition (S) 2,150	.025	...							
OKEMAH 4,002	Leader (e) 2,581	.03	...	(I) (UP) (J) (none)	W. G. Strong, Pub.	Quinton Griffith	Quinton Griffith	W. G. Strong (bm) Thelma Tully (cm)	Frank Stewart Dorothy Nelson (cl)	C. Sciance
	Sunday edition (S) 2,581	.03	...							
OKLAHOMA CITY 228,228	Oklahoman (m) 101,154	...	...	(I-D) (AP, UP) (†) (ROP-2) (J) (5¢d, 10¢S, 30¢w, m-e-s, $1.42-$2.50d, $5-$7-S) (65)	Oklahoma Pub. Co. E. K. Gaylord, Pres.-Pub.	E. K. Gaylord W. M. Harrison	Morris Moore (ce-m) Eugene Peach (ce-e) Bus Ham (sp) R. G. Miller (Su)	E. K. Gaylord Edgar T. Bell (bm) M. W. Halmbacher (cm)	O. C. Brown H. J. Thodes (cl)	W. J. Phillips
	Times (e) 88,054	...	...							
	Combined daily (me) 189,208	.43	...							
	Sunday edition (S) 153,117	.38	...							
	Sunday & evening (Se)	.48	...							
OKMULGEE 17,097	Times (m) 8,063	.06	...	(I) (AP) (†) (ROP-1) (5¢) 15¢w, 65¢m, $3) (18)	Times Pub. Co.	H. H. Horton Joe N. Croom	J. D. Deason J. C. Gerard (sp) Joe N. Croom (Su)	H. H. Horton J. T. Horton (cm)	Bill McCall L. G. Wilson (n) L. Bozarth (cl)	I. Darnall
	Sunday edition (S) 8,229	.06	...							
PAULS VALLEY 4,235	Democrat (e) 3,938	.03	...	(I-D) (AP) (†) (J) (3¢) (25)	Jesse Alexander	E. T. Barber	.....	.....	Jesse Alexander	C. McCarthy
PAWHUSKA 5,931	Journal-Capital (e) 3,635	.04	.03	(I-D) (UP) (†) (5¢, 15¢w, 65¢m, $3) (77)	Osage Newspaper Co., Inc. W. J. McGriffin, Pres. Rowland Blanc, Pub.	H. G. Funkhouser	Wilbur Ross (sp)	Rowland Blanc Forest Lewis	T. Standfield R. Blanc (n) Carol Crowley (cl)	Jack Love
	Sunday edition (S) 3,635	.04	.03							
PERRY 4,206	Journal (e) 3,714	.03	.035	(I) (UP) (†) (J) (3¢, 15¢w, 65¢m, $1.75) (116)	Perry Journal Co. W. K. Leatherock, Pres.-Pub.	W. K. Leatherock	Jack Laughlin	W. K. Leatherock H. A. DeLashmutt & V. V. Sherrod (bms) Merle Edwards (cm)	V. V. Sherrod Chandler Scrogins (cl)	H. P. Jones
PONCA CITY 16,136	News (e) 9,286	.06	.05	(I) (AP, (UP)) (†)(ROP-2) (J) (3¢) (18)	Ponca City Pub. Co. I. R. Muchmore, Pres.	Clyde E. Muchmore	Marion R. Cracraft (ce & Su) Stanley Payne (cl)	Clyde E. Muchmore C. C. Winner (cm)	John E. Bemis Fred D. Brown (n) Joy Flournoy (cl)	Harley Hayen Homer E. Ellis (j)
	Sunday edition (S) 9,299	.06	.05							
PRYOR 1,828	Democrat (e) 800	.025	...	(UP) (113)	Jake Proctor	Jake Proctor	.....	Tom Fletcher (bn)	.....	.....
SAPULPA 10,533	Herald (e) 3,466	.03	.03	(I-R) (UP) (†) (J) (5¢, 10¢w, 40¢m) (none)	John W. Young, Pub.	John W. Young Richard Caldwell	Richard Caldwell Warren Shull (sp)	John W. Young Ted Olson (bm) James H. Jones (cm)	Ted Olson Chester Miller (cl)	J. W. Archer
SAYRE 3,[illegible]57	Headlight-Journal (daily) 2,861	.03	...	(D) (UP) (†) (J) (none)	Sayre Pub. Co., Inc. W. J. Bacon, Pres.-Pub.	Roy McCurley	.....	W. J. Bacon W. G. Hardwick (cm)	W. J. Bacon (n)	R. A. Trimble W. L. Vermillion (j)
SEMINOLE 11,459	Producer (e) 6,520	.05	.05	(I-D) (AP, UP) (†) (J) (5¢, 15¢w, 65¢m, $1.67, $2.50) (116)	Seminole Newspapers, Inc. James T. Jackson, Pres.-Pub.	James T. Jackson John Clevidence	Dan Harbour Kenneth Love (sp) John Clevidence (Su)	S. A. Jackson T. N. Smissen (cm)	E. F. Gilliland Maxine Byrum (cl)	W. R. Jackson M. L. Hobbs (j)
	Sunday edition (S) 6,545	.05	.05							
SHAWNEE 23,283	News (m) 9,980	...	...	(I) (AP,UP) (†) (ROP-1) 5¢m, 3¢e, 13¢we, 15¢ w m, 25¢w m-e) (54)	Shawnee News Co. O. S. Stauffer, Pres.	Tom Steed H. S. Humphrey(me-m) Jack Spencer (me-e)	Bryan Roberts (sp)	W. G. Dunn Ralph Geddes (bm) Paul McCowan (cm)	J. W. Tubbs	R. L. Gaylord
	Star (e) 3,539	...	...							
	Combined daily (me) 13,519	.09	.09							
	News (S) 12,042	.09	.09							
STILLWATER 7,016	Press (e) 3,523	.03	.03	(I) (UP) (J) (2¢d, 5¢S, 10¢w, 40¢m) (63)	Hinkel & Sons, Pub.	Otis Wile J. W. Hinkel	Aubrey McAlister	John W. Hinkel (bm) Everett McMilan (cm)	Ray Heath	Perry Marley (j)
	Sunday edition (S) 3,523	.03	.03							
SULPHUR 4,243	News (e) 1,531	.025	.025	(D) (UP) (†) (J) (3¢, 10¢w, 45¢m) (none)	Times-Democrat Co., Inc. J. J. Diamond, Pres.-Pub.	J. J. Diamond Byron Amspacher	.....	Philip Smith (cm)	W. K. Duncan, Jr. J. J. Diamond (n)	Elbert Patterson Bert Neathery (j)
TULSA 141,258 147,961 (ABC City)	Tribune (e) 54,474	.16	...	(I) (AP, UP, INS) (†) (ROP-3) (5¢, 20¢w, 87¢m, $2.50) (65)	Tulsa Tribune Co. Richard Lloyd Jones, Pres.-Pub.	Richard Lloyd Jones W. P. Steven	Harmon Phillips J. A. Charvat (sp) Joe Meyer (Su)	Richard L. Jones, Jr. C. B. MacCauley (cm)	V. F. Barnett K. D. Swarts (n) S. M. Hamilton (cl)	H. A. Orrell
	Sunday edition (S) 56,984	.16	...							
	World (m) 69,176	.18	...	(I-D) (AP, INS) (†) (ROP-3) (5¢d, 10¢S, 20¢w, 87¢m, $2.50-$3-d, $5-$6 S) (13)	World Pub. Co. Eugene Lorton, Pres.-Pub.	N. G. Henthorne	Lee Erhard B. A. Bridgewater (sp) Harry LaFerte (Su)	F. O. Larson (bm) L. W. McFetridge (cm)	Rex Justus M. E. Elder (n) Frank Mattoon (cl)	O. M. Harper
	Sunday edition (S) 70 180	.18	...							
VINITA 4,263	Journal (e) 3,288	.03	.03	(I) (UP) (†) (J) (5¢, 12¢w, 45¢m, $3) (116)	Vinita Pub. Co. O. B. Campbell, Pres. O. B. Campbell & L. W. Hightower, Pubs.	.....	David Johnson	O. B. Campbell (bm) C. A. Madison (cm)	Keith Roberts	L. W. Hightower (j)
WEWOKA 10,401	Times-Democrat (e) 5,528	.045	.04	(I) (UP) (†) (J) (5¢, 15¢w, 65¢m) (120)	Okla. News Press, Inc. Raymond Fields, Pres. Robert V. Peterson, Pub.	Fred O'Donnell	Joe Miller (sp) Elaine Williams (Su)	E. M. Sellers (bm) H. E. McDonald (cm)	John Trimble Robt. V. Peterson (n) Gladya Collier (cl)	Luther Collier G. E. Day (j)
	Sunday edition (S) 5,528	.045	.04							
WOODWARD 5,056	Press (e) 4,207	.035	.035	(I) (UP) (†) (J) (5¢, 12¢w, 50¢m) (none)	G. C. Lawrence, Pub.	W. W. Frye	Irene Gay Wm. Frye (sp)	G. C. Lawrence Frances Lawrence (bm) Winton McLain (cm)	G. C. Lawrence G. C. Lawrence (n) Frances Lawrence (cl)	Jack Harrison W. A. Vickers (j)

OREGON

City Population	Name of Newspaper, Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ALBANY 5,325 7,277 (ABC City)	Democrat-Herald (e) 4,147	.04	.04	(I) (UP) (†) (5¢) (50¢m, $1-1.30) (131)	Democrat-Herald Pub. Co. W. L. Jackson, Pres. Ralph R. Cronise & W. L. Jackson Pubs.	W. L. Jackson & R. R. Cronise	Walter Coover Anne Dooley (sp)	W. L. Jackson & R. R. Cronise (bm) D. M. Rohrbough (cm)	C. L. McKinley R. R. Cronise (n) Lois Hoagland	E. E. Chandler
ASHLAND 4,554	Tidings (e) 2,173	.03	.03	(I) (UP) (J) (5¢, 15¢w, 50¢m, $3) (132)	Ashland Ptg. Co., Inc. Mrs. L. Green, Pres. G. M. Green, Pub.	G. M. Green	Larry Hunter	G. M. Green	J. G. Anderson G. M. Green (n)	R. L. Lindner
ASTORIA 10,349	Astorian-Budget (e) 4,396	.04	...	(I) (UP) (J) (131)	Astorian-Budget Pub. Co. M. R. Chessman, Pres.	M. R. Chessman	J. H. Cellars	M. R. Chessman J. Verschueren (cm)	Troyer Thompson Miss H. S. Brown (n)	G. Chandler
BAKER 7,858	Democrat-Herald (e) 2,526	.035	.035	(I) (AP) (†) (5¢, 20¢w, 65¢m) (none)	Democrat-Herald Co. Lucien P. Arant, Pres.	Lucien P. Arant Klass V. Powell	John Hogg	Lucien P. Arant (bm) Ada Whitaker (cm)	Will H. Evans L. P. Arant (n) Charlotte Adams (cl)	Harold Wright
BEND 6,848	Bulletin (e) 3,202	.035	.035	(R) (UP) (†) (J) (5¢, 15¢w, 60¢m, $2.50) (131)	Bend Bulletin, Inc. H. N. Fowler, Pres. Robt. W. Sawyer, Pub.	.....	James Brinton Phil Brogan (sp)	Robert W. Sawyer J. L. Chute (cm)	Frank H. Logan Ethel Johnson (n) J. Sillery (cl)	A. L. Nelson

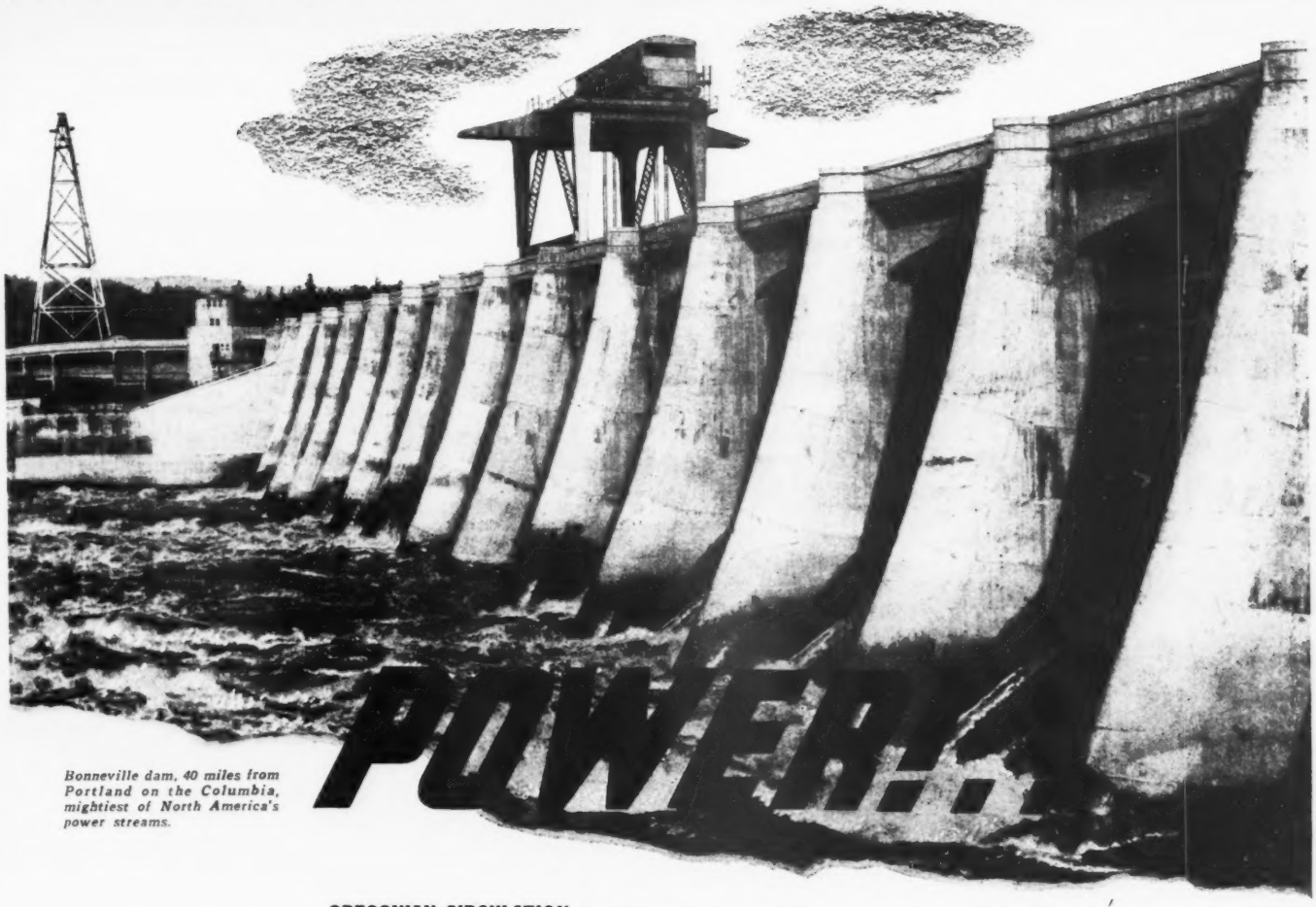
CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CORVALLIS	Gazette-Times									
7,585	(e) 2,878	.035	...	(R) (AP, UP) (†) (J) (ROP-1) ((5¢, 50¢m, $1.50) (131)	Gazette-Times. C. E. Ingalls, Pres.-Pub.	C. E. Ingalls	M. K. Myers (news). B. Myers (sp)	N. O. Taylor (bm)	Arthur Lowe	Geo. Turina F. Fisher (j)
EUGENE	News									
18,901	(m) 7,041	.05	.05	(R) (INS) (†) (ROP-2) (5¢, 10¢w, 40¢m) (28)	Eugene Daily News. Arthur W. Priaulx, Pres.-Pub.	A. W. Priaulx W. A. Moore	Fred Guyon David Sanderson (sp)	R. A. Bean (bm) W. J. Hunt (cm)	Ray C. Anderson Mary Marr (cl)	H. Russell
	Sunday edition (S) 7,144	.05	.05							
	Register-Guard (e) 14,726	.07	...	(I) (AP, UP) (†) (ROP-2) (3¢d, 5¢S, 15¢w, 50¢m, $1) (72)	Guard Pub. Co. A. F. Baker, Pres.-Pub.	A. F. Baker W. M. Tugman	Wayne Herbert Dick Strite (sp)	A. F. Baker Arne Strommer (cm)	K. H. Lawrence (n)	J. E. Wells
	Sunday edition (S) 14,696	.07	...							
GRANTS PASS	Courier									
4,666	(e) 3,421	.03	...	(I) (AP) (ROP-1) (†) (J) 5c, 50cm, $2.50) (131)	A. E. Voorhies, Pub.	Earle E. Voorhies	Rex Tussing Roy Sheedy (sp)	A. E. Voorhies Millard Hodges (cm)	Noble D. Stanton	I. B. Dawley J. Higginbotham (j)
KLAMATH FALLS	News									
16,093	(m) 2,686	...	...							
19,876 (ABC City)	Herald (e) 5,472	...	...	(I-R) (AP, UP) (†) (ROP-2) (5¢, 75¢m, $2.50) (131)	Herald Pub. Co. News Pub. Co. Frank Jenkins, Pres.-Pub.	Frank Jenkins Malcolm Epley	Lois Stewart (sp) Bill Cummings (sp)	Frank Jenkins Delia McGrath (cm)	Delbert Addison	H. Hemmingsen
	Combined daily (me) 8,158	.05	.032							
	News (S) 2,853	.05	.032							
LA GRANDE	Observer									
8,050	(e) 2,517	.035	.035	(I) (UP) (†) (J) (5¢, 65¢m, $1.80) (none)	Observer Pub. Co. Eloise Finlay, Pres.	Jerome Rowland	Matt Kramer	Harvey N. Bowen F. H. Brookes (cm)	Larry Quille	R. Axworthy L. G. Finlay (j)
MARSHFIELD & NORTH BEND	Coos Bay Times									
5,287 and 4,012 12,625 (ABC City)	(e) 4,720	.05	...	(I) (UP) (†) (5¢, 65¢m, $1.70) (28)	Coos Bay Times Pub. Co. Sheldon F. Sackett, Pres.-Pub.	S. F. Sackett Wm. L. Baker	Harrison P. Hornish (sp)	Sheldon F. Sackett (bm) Leo H. Beckley (bm) Robt. Osland (cm)	Leo H. Beckley G. B. Rustvold (cl)	Frank Wiggins
MEDFORD	Mail Tribune									
11,007	(e) 5,768	.045	...	(I) (AP, UP) (†) (ROP-2) 5¢, 20¢w, 75¢m, $3) (131)	Medford Ptg. Co. Robert W. Ruhl, Pres.	Robert W. Ruhl E. C. Ferguson	Arthur Perry (ce & Su) Billy Hulen (sp)	Ernest Gilstrap Gerald Latham (cm)	Herbert Grey Carol Wall (cl)	A. F. Stennett
	Sunday edition (S) 5,807	.045	...							
OREGON CITY	Enterprise									
5,761	(m) 3,217	.035	.029	(I-R) (UP) (†) (J) (5¢, 15¢w, 55¢m, $3) (131)	Mrs. Edward E. Brodie, Pres.-Pub.	Peter Laurs John L. Denny	.....	Geo. H. Brodie John L. Denny (cm)	Harvey Emerson	R. Burkes G. H. Brodie (j)
	Sunday edition (S) 3,217	.035	.029							
PENDLETON	East Oregonian									
8,059	(e) 3,510	.04	.04	(I) (AP) (†) (J) (5¢, 15¢w, 65¢m, $2.50) (131)	East Oregonian Pub. Co., Inc. E. B. Aldrich, Pres.	E. B. Aldrich	Nolan Skiff	L. D. Drake (bm) J. M. Dunning (cm)	Max Taylor Seville Warnock (cl)	F. L. Baker
PORTLAND	Oregonian									
301,815 314,785 (ABC City)	(m) 124,538	.25	.165	(I-R) (AP, CT, TR, INS) (†) (ROP-3) (5¢d, 10¢S, 25¢w, $1.05m) (11)	Oregonian Pub. Co., Inc. Kate P. Hebard, Pres. Palmer Hoyt, Pub.	Palmer Hoyt A. X. Pangborn (me)	Robert Notson L. H. Gregory (sp) Edward M. Miller (Su)	Palmer Hoyt M. J. Frey (bm) Louis J. Cascadden (cm)	Richard Jones Phil O'Toole (n) J. B. Twiford (cl)	.....
	Sunday edition (S) 158,756	.32	.20							
	Oregon Journal (e) 140,528	.30	.17	(I) (AP, UP, INS) (*S) (†) (ROP-1) (3¢d, 10¢S, 15¢w-d, 65¢m-d, $1.05m-d & S, $1.50d, $7S) (106)	Journal Pub. Co. P. L. Jackson, Pres.-Pub.	P. L. Jackson D. J. Sterling	A. L. Crookham George Berts (sp) Sam Raddon, Jr. (Su)	P. L. Jackson S. R. Winch (bm) Anton F. Peterson (cm)	H. R. Failing A. B. Wallace (n) J. T. Brattain (cl)	.....
	Sunday edition (S) 113,135	.30	.17							
	(Note: Circulation figures are for period of August 22, 1939 to September 30, 1939.)									
ROSEBURG	News-Review									
4,362	(e) 3,520	.035	.035	(I) (AP) (†) (J) (5¢, 15¢w, 65¢m, $2) (131)	News Review Co., Inc. Frank Jenkins, Pres.	Harris Ellsworth	Chas. V. Stanton Maynard Bell (sp)	Harris Ellsworth Paul Jenkins (cm)	Roger Bailey Olive Iles (cl)	H. B. Carter
SALEM	Capital Journal									
26,266 27,240 (ABC City)	(e) 10,037	.06	.053	(I) (AP, UP) (†) (ROP-2) (3¢, 15¢w, 60¢m, $1.50) (131)	Capital Journal Ptg. Co. George Putnam, Pres.-Pub.	George Putnam Harry Crane	Steve Stone Fred Zimmerman (sp)	George Putnam W. A. Scott (cm)	E. A. Brown A. Midwood (cl)	Frank Perry
	Oregon Statesman (m) 9,304	.06	.055	(I) (AP) (†) (ROP-2) (J) (3¢, 15¢w, 60¢m, $1.50) (14-28)	Statesman Pub. Co. C. A. Sprague, Pres.-Pub.	Ralph C. Curtis Stephen C. Mergler	Ron C. Gemmell (sp) Paul R. Hauser (Su)	R. C. Curtis (bm) E. Hunt Clark (cm)	Robt. Sprague Mary White (cl)	E. C. Donnelly
	Sunday edition (S) 9,604	.06	.055							
THE DALLES	Chronicle									
5,803	(e) 2,567	.035	.035	(R) (UP) (†) (J) (5¢, 15¢w, 60¢m, $1.16) (none)	Chronicle Pub. Co. Ben R. Litfin, Pres.-Pub.	K. L. Hicks Ben R. Litfin	Sidney Smith (sp)	Ben R. Litfin Jack Montgomery (cm)	R. D. Miles E. T. Carswell (n)	R. E. Disney

PENNSYLVANIA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALIQUIPPA	Gazette									
27,116	(e) 3,796	.03	.02	(I) (UP) (†) (J) (3¢, 15¢w, $2) (38)	Franklin Pub. Co. E. J. Tilton, Pres.-Pub.	E. J. Tilton Donald O. McCann	Donald O. McCann Richard L. Ampre (sp)	E. J. Tilton Miss G. Schwartz (bm) Chas. R. McRobbie (cm)	Lewis R. Lester Elisabeth Collins (cl)	A. T. Shafer Jas. Moore (j)
ALLENTOWN	Call									
93,463	(m) 46,591	...	...							
	Chronicle (e) 16,383	...	...							
	Combined daily (me) 61,974	.17	.135	(I) (AP, UP, INS) (†) (3¢, 12¢w, m or e, $1.20 m or e, $2.20S) (117)	Chronicle & News Pub. Co. Call Pub. Co. Royal W. Weiler, Pres.-Pub.	Percy B. Ruhe (m) Wm. Reimert (e) David A. Miller (me)	E. J. McGettigan (m) Floyd Stickle (e) Jos. McCarron (sp-m) David DeLong (sp-e) John Y. Kohl (Su)	Royal W. Wieler Fred W. Weiler (cm)	Col. C. C. Curtis P. W. Leisenring (n) A. L. Bittner (cl)	Harry Sherman
	Call-Chronicle (S) 37,723	...	...							
	Sunday & evening (Se)	.17	.135							
ALTOONA	Mirror									
82,054	(e) 22,885x	.085	.085	(I) (UP) (†) (ROP-1) (J) (3¢, 75¢m, $1.75) (none)	Mirror Ptg. Co. D. N. Slep, Pres.	Harry L. Johnston	Elmer C. Ake H. Reifsnyder (sp)	D. N. Slep A. J. Holtzinyer (cm)	F. G. Pearce Jas. G. Slep (cl)	D. O. Nelson A. Spencer (j)
	Tribune (m) 8,651x	.10	...	(I) (AP) (†) (J) (3¢, 17¢w, 75¢m, $1.75) (69)	Times Tribune Co. Henry W. Shoemaker, Pres. Theo. Arter, Jr., Pub.	Theodore Arter, Jr. Robert W. Boyer	Joseph T. Berger J. M. Brantlinger (sp)	A. B. Crane W. F. Mahon (cm)	Frank M. Powers	Chas. Hall J. G. Weidmann (J)
AMBRIDGE	Citizen									
20,205	(e) 4,203	.045	.028	(I-R) (UP) (†) (J) (2¢, 10¢w, $1) (40)	Citizen P. & P. Co. Mrs. Ione E. McNees, Pres. Vaughn R. Arnold, Pub.	V. R. Arnold Irwin Urling	Irwin Urling P. H. Dougherty (sp)	V. R. Arnold Geo. Brannon (cm)	J. W. Reid Susan Nussbaum (cl)	E. A. Koynen
ASHLAND	News									
7,164	(e) 2,798	.03	...	(R) (UP) (†) (J) (3¢, 60¢m) (69)	Kyler Pub. Co. Florence E. Kyler, Pres.	Hubert H. Strunk	Franklin Lane	Hubert H. Strunk Elisa. Strobel (cm)	Hubert H. Strunk	Edw. Lunt
BANGOR	News									
5,824	(e) 4,114	.04	.03	(I) (AP) (†) (J) (1¢, 6¢w, 25¢m, 60¢) (69)	Evening Post Co. T. F. Woodley, Pres.	J. Palmer Murphy	Harry Hess (sp)	John L. Murray D. J. Menhennit (cm)	John L. Murray	A. De Renzis Carl Meier (j)
BEAVER	Times									
5,665	(e) 6,322	.04	...	(I) (UP) (†) (3¢, 15¢w) (69)	Daily Times, Inc. E. L. Freeland, Pres.	E. L. Freeland John Malone	John Malone W. Anderson (sp)	E. L. Freeland (bm) E. J. Harn (bm) Robert Bryan (cm)	W. T. Dentser M. F. McBrier (n)	Frank Calder
BEAVER FALLS-NEW BRIGHTON	News-Tribune									
17,147-9,950 49,500 (City Zone)	(e) 9,638	.05	...	(I-R) (AP) (†) (J) (3¢, 15¢w, 70¢m) (14)	Tribune Ptg. Co. J. L. Stewart, Pres. J. H. March, Pub.	.....	H. O. Boettner Ernie Reed (sp.)	James H. March John S. McLean (cm)	John S. McLean	R. N. Johnson (j)
BERWICK	Enterprise									
12,660	(e) 4,218	.03	...	(I) (UP) (†) (2¢) (39)	Harder & Eyerly	R. L. Harder	.....	R. E. Eyerly (bm) C. A. Lanbach (cm)	R. E. Eyerly	.....
BETHLEHEM	Globe-Times									
57,892	(e) 19,331	.12	...	(I) (INS, AP) (†) (3¢, 12¢w, $1-$1.50) (39)	Globe Pub. Co. D. H. Brillhart, Pres.	Harold B. Farquhar	F. S. Nonnemacher (sp)	Rolland L. Adams L. C. Atwood (bm) G. H. Lee (cm)	David Knipe	Jos. B. Breslin L. C. Atwood (j)
BLOOMSBURG	Press									
9,093	(m) 7,412	.055	...	(I) (AP) (3¢) (69)	C. T. Vanderslice & Paul R. Eyerly	Paul R. Eyerly	Paul N. Trescott	C. T. Vanderslice Ray Eyerly (cm)	.....	J. H. Werkheiser

(Continued on page 80)



Bonneville dam, 40 miles from Portland on the Columbia, mightiest of North America's power streams.

CIRCULATION UP 18% Sept30-'39 over '35

The publisher's statement for the 6 months ending Sept. 30, 1939, shows *Oregonian* circulation as follows:

DAILY
124,588
SUNDAY
158,758

OREGONIAN CIRCULATION is Power Circulation. Spreading fan-wise from Portland, covering Oregon and Southwestern Washington, Oregonian circulation has the virility that comes from *merit* growth — growth without the artificial stimulation of premiums, solicitors or consolidations.

The reason for The Oregonian's steady increase in circulation is Reader Interest. Since 1850 this newspaper has been part and parcel of the thoughts and life of the Northwest people. Now, in its 90th year of publication, The Oregonian presents to advertisers the strongest selling medium in one of America's most prosperous markets. Daily and Sunday circulation is at a new high. Opportunity to harness Oregonian Power to the sale of your product or service was never greater.

For Results Use the Oregonian

Seasoned advertisers whose ears are tuned to the times know from their own performance records that The Oregonian gets action. Our national representatives can and will give you abundant proof . . . of which the following few examples are typical:

A Portland department store reports the sale of 79 furniture units at $29.75 each (totaling more than $2400) from a single Oregonian advertisement five columns by 12 inches in size.

One of Portland's most successful shoe stores has used The Oregonian exclusively for years. Its business has steadily increased with each succeeding year. "We credit The Oregonian with being the most important single factor in our gratifying growth," reports the manager.

The Oregonian publishes 85% of the linage of one of Portland's largest automotive equipment retailers. "By actual comparison we have proved that we get 20% more sales from Oregonian advertising than any other."

Get Your Share in 1940

The way to break 1940 Oregon sales quotas is to team up with Oregonian Power Circulation. The people are here, the incomes are here, the will to buy is here. Get all three with The Oregonian.

THE OREGONIAN

The Great Newspaper of The West

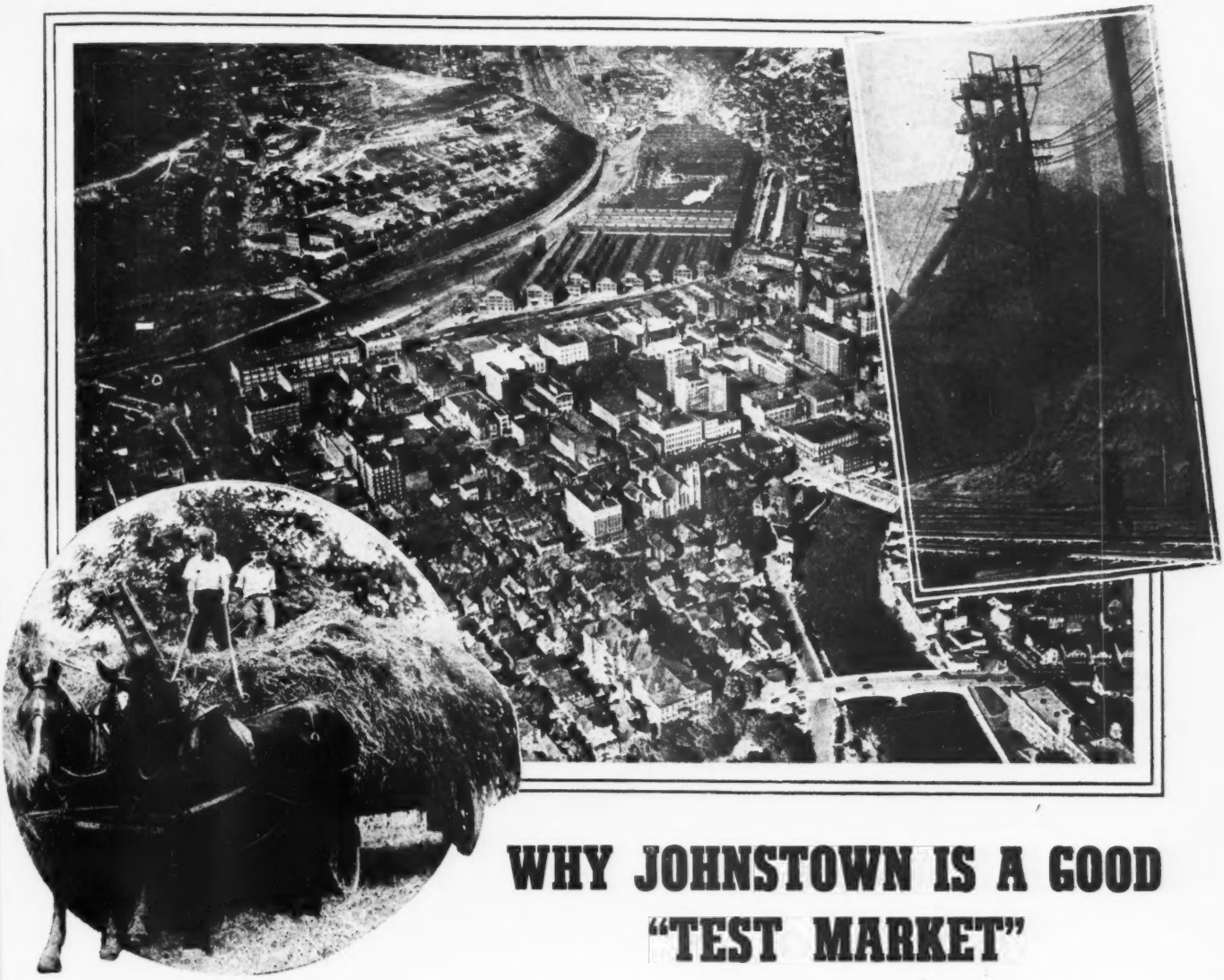
PORTLAND, OREGON

National Representatives:
PAUL BLOCK & ASSOCIATES *New York · Chicago · Boston · Detroit · Philadelphia Cincinnati · San Francisco · Los Angeles · Seattle*

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BRADFORD 19,306	Era (m) 7,841	...	...	(I-D) (AP, UP, INS) (†) (3¢ daily, 5¢S, 15¢w, 60¢m, 25¢m-S; $2d, $3) (106) (R)	Era Pub. Co M. R. Shale, Pres. R. P. Habgood, Pub.	W. Ingersoll David B. Rupley (me)	Fred S. Totten John W. Nelson, Jr. (sp)	R. P. Habgood, Sr. R. P. Habgood, Jr. (bm) R. W. Hall (cm)	Wm. E. Eysinger Jane Garin (cl)	C. J. O'Neill
	Star & Record (e) 6,999	...	...		Star Pub. Co R. P. Habgood, Pub.	W. L. Ingersoll Thos. G. Miskell	M. W. Milliron Frederick R. Sica (sp) W. L. Ingersoll (Su)	R. P. Habgood R. P. Habgood, Jr. (bm) Roger W. Hall (cm)	Wm. E. Eysinger Jane Garin (cl)	L. R. Rapp
	Combined daily (me) 14,840	.085	...							
	Sunday Herald (S) 4,200	.04	...							
BRISTOL 11,800	Courier (e) 3,234	.025	.025	(R) (INS) (J) (2¢, 6¢w, 25¢m, 50¢) (39)	Bristol Ptg. Co S. D. Detlefson, Pres.	Serrill D. Detlefson		Mrs. Elizabeth Tolen	Joseph H. Alberson Mrs. Frank Craven (cl)	Arthur J. Markey
BROWNSVILLE 8,183 51,425 (City Zone)	Telegraph (e) 8,143	.05	.04 (J) (2¢, 12¢w, 50¢m, $1) (38)	(I-R) (INS) (†) (ROP-1)	Brownsville Pub. Co E. J. Tilton, Pres.-Pub.	E. J. Tilton John Matta, Jr.	Donald B. Renn	Walter Catterall (bm) Chas. Catterall (cm)	Chas. E. Forgie Irma Lindsay (cl)	Louis Seach Anna Posonsky (j)
BUTLER 23,568	Eagle (e) 12,623	.06	.04	(I-R) (UP) (†) (3¢, 15¢w, $2) (none)	Eagle Ptg. Co., Inc John L. Wise, Pres.	John L. Wise	Wm. C. Faust (sp)	V. L. Wise W. E. Jones (cm)	Vernon L. Wise	Edw. V. Sonnel
CANONSBURG 12,558	Notes (e) 4,273	.035	...	(I) (UP) (J) (3¢) (69)	Notes P. & P. Co R. H. Robinson, Pres. Pub.	Geo. A. Anderson		John T. Robinson	R. C. Potts	
CARBONDALE 20,061	Leader (e) 5,160	.04	...	(I-R) (†) (J) (2¢) (69)	F. T. Gelder	F. T. Gelder G. W. Smithing	W. H. Conaughton R. Lewis (sp)	F. Quinn (cm)	I. Singer	C. Haunstein
CARLISLE 12,596	Sentinel (e) 4,586	.04	...	(D) (UP) (†) (J) (62)	The Sentinel	Allan D. Thompson		J. Vance Thompson	Lester L. Day	
CHAMBERSBURG 13,788	Public Opinion (e) 7,199	.045	...	(I-R) (AP) (†) (3¢, 15¢w, 55¢m, $1.70) (114)	Public Opinion Co., Inc. D. Edw. Long, Pres.	C. R. Nicklas	Joseph A. Crist Frank N. Young (sp)	Herbert S. Foltz R. C. Raifsnider (cm)	G. Stewart Kyle	N. L. Gabler
CHARLEROI 11,260	Mail (e) 2,796	.03	...	(R) (INS) (†) (J) (2¢) (69)	Mail Pub. Co., Inc H. E. Price, Pres.	H. E. McCamie	Robt. Wiper Thos. P. Sloan, Jr. (sp)	H. E. Price (bm)	A. J. Reeder John Igoe (cl)	John L. Halstead Edw. Moffit (j)
CHESTER 59,164 67,225 (City Zone)	Times (e) 22,612	.08	...	(R) (UP, INS) (†) (J) (3¢, 18¢w, 75¢m, $2) (117)	Chester Times Chas. R. Long, Pres.-Pub.	Charles R. Long Jas. A. F. Glenney	Jas. A. F. Glenney Wm. J. Burk (sp)	Chas. R. Long Frederick R. Long (bm) Harry W. Cullis (cm)	Frederick R. Long Harry J. Turner (cl)	Harry W. Cullis B. W. Brannan (j)
CLEARFIELD 9,221	Progress (e) 6,575	.045	...	(R) (AP) (†) (J) (3¢)(39)	Progressive Pub. Co R. H. Sommerville, Pres. G. A. Stewart, Pub.	Wm. J. Thomas G. A. Stewart	Richard Wall Lewis Murphy (sp)	Wm. Plummer G. A. Stewart (bm) Earl Breth (cm)	Wm. C. Plummer Earl Breth (cl)	A. M. Braund Ryle Miller (j)
COATSVILLE 14,515	Record (e) 6,701	.04	.04	(I-R) (AP) (†) (2¢, 12¢w, $1.30) (39)	C. H. Heintzelman	C. H. Heintzelman	F. B. Manship W. P. Wood (sp)	Harry Frosberg (cm)	J. B. Walker C. H. Heintzelman (n)	J. Paul Donahue
COLUMBIA 11,349	News (e) 3,799	.03	...	(R) (INS) (†) (J) (3¢, 12¢w, 50¢m) (39)	S. S. Crist, Pub	S. S. Crist	C. H. Gable H. D. Kauffman (sp)	R. H. Farley (bm) C. S. Stair (cm)	C. D. Donaldson	Fred Reehl S. S. Klair (j)
CONNELLSVILLE 13,290	Courier (e) 7,552	.05	...	(R) (INS, UP) (†) (2¢, 12¢w, $1) (40)	Courier Co James J. Driscoll, Pres.-Pub.	Walter S. Stimmel	James M. Driscoll (asso. ed) John H. Whorie (sp)	James J. Driscoll J. Wylie Driscoll (bm) Edward L. Smith (cm)	J. Wylie Driscoll Chas. R. Driscoll (cl)	
CORRY 7,152	Journal (e) 2,771	.03	.03	(I-D) (UP) (†) (J) (3¢, 15¢w, $1.30) (69)	W. P. Lombard, Pub	W. P. Lombard	Richard Paulson	W. P. Lombard Dorothy Rickers (cm)	Melvin Coblett	Thos. Burkhart Peter L. Swanson (j)
DANVILLE 7,185	News (m) 2,889	.03	...	(I) (UP) (†) (J) (2¢,40¢m)	F. P. Angle	F. P. Angle		F. P. Angle	F. P. Angle	Geo. Miller
DONORA 13,905	Herald American (e) 5,291	.04	.04	(I) (AP) (†) (J) (3¢,15¢w, $2) (39)	Herald American, Inc Clark B. Johnston, Pres.-Pub.	Clark B. Johnston R. S. Isiminger	R. S. Isiminger John Bunardzya (sp)	H. W. Lauerman (bm) Edw. Conway	Harold W. Lauerman D. M. Cook	J. L. Swanney Frank La Mendola
DOYLESTOWN 4,577	Intelligencer (†) 4,420	.035	.035	(R) (INS) (J) (2¢, 24¢m) (39)	Intelligencer Co Jos. R. Grundy, Pres.	Geo. S. Hotchkiss Oscar O. Bean	A. R. Thomas (sp)	Oscar O. Bean	Geo. F. Smith	Howard Nice C. H. Selner (j)
DUBOIS 11,595	Courier (m) 6,176	...	...	(R) (D) (UP) (†) (J) (3¢,15¢w, 65¢m, $2) (69)	Gray Ptg. Co H. T. Gray, Pres.	W. B. Ross (m) Jason S. Gray (e)	F. I. Gillung	L. F. Mohney	L. F. Mohney J. W. Ross (cl)	Clifford Griggs Spencer Cross Rosanna Gray (j)
	Express (e) 3,121	...	...							
	Combined daily (me) 9,297	.06	.06							
EASTON 34,468 67,923 (City Zone)	Express (e) 31,069	.12	...	(I) (AP) (UP, INS) (†) (2¢) (67)	Easton Pub. Co Chester Snyder, Pres.	Wm. J. Robertson	John C. Merrill Ed. E. Herwig (news) C. A. Reilly (sp)	J. L. Stackhouse (bm) Paul McPeek (cm)	J. L. Stackhouse E. F. Bossard (cl)	L. H. Horton
	Free Press (m) 7,754x	.05	...	(I-D) (AP) (†) (2¢, 10¢w, $1) (39-104)	Plain Dealer Pub. Co., Inc. Rolland L. Adams, Pub.-Pres.	Stanley Fink	Royer W. Semple Jack Motley (sp)	W. T. Dodge J. F. Austin (cm)	Neill Mitchell H. Kinnamon (cl)	E. T. Eckert
ELWOOD CITY 12,321	Ledger (e) 3,880	.03	...	(I-R) (AP) (2¢) (40)	Citizens P. & P. Co Will C. Kegel, Pres.	W. F. Kegel W. C. Kegel	W. F. Kegel C. C. Cox (sp)	Will C. Kegel W. J. Dickey (cm)	Mildred Durnell (cl)	
ERIE 115,967	Disptach Herald (e) 34,405	.11	...	(I) (AP) (†) (ROP-4) (3¢d, 10¢S, 15¢wd, 23¢ wd-S, 65¢md, $1 md-S, $1.90 d, $7.50S) (42)	Record Pub. Co. of Erie. R. J. Virtue, Pres.-Pub.	J. A. Wurzbach A. J. White	Kenneth Carlow Ray Peebles (sp) Vincent White (Su)	A. W. Stark W. G. Mercier (cm)	H. R. Waterman Paul Albracht (n) J. J. Stafford (cl)	P. P. Loesch
	Sunday edition (S) 26,492	.09	...							
	Times (e) 38,452	.11	...	(I) (UP, INS) (†) (65)	Times Pub. Co John J. Mead, Sr., Pres.-Pub.	John J. Mead, Jr.	Chas. Wells Joe Williams (sp)	George J. Mead N. J. Gingenbach (cm)	C. A. Smith R. D. Daley (n) W. Becker (cl)	F. Johannesen
FRANKLIN 10,254	News Herald (e) 7,132	.045	...	(R) (UP) (J) (122)	News Herald Ptg. Co Wayne W. Bleackley, Pres.	James A. Murrin		Wayne H. Bleackley Geo. A. Fahey (bm) F. M. Bowser (cm)	George A. Fahey	R. F. McCracken
GETTYSBURG 5,584	Times (e) 5,132	.04	...	(I) (AP) (†) (J) (3¢,10¢w, 40¢m) (69)	Times & News Pub. Co. S. G. Spangler, Pres.	Kenneth Newbould	Hugh McIlhenny Don Bream (sp)	Carl Baum (bm) P. Roy (cm)	Carl Baum	Paul B. Ramer
GREENSBURG 16,508	Review (m) 5,329	...	...	(R) (AP, UP) (†) (2¢) (18)	Tribune Review Pub. Co. E. Arthur Sweeny, Pres.	E. Arthur Sweeny	Samuel George (m) E. H. Derby (e) Chas. E. Dats (sp-m) Robt. A. Hunter (sp-e)	Robert B. Herbert (bm) Wm. Klingensmith (cm)	J. Floyd Kuhns Wm. Momeyer (cl)	Frank Seifert Geo. E. Berry (j)
	Tribune (e) 5,555	...	...							
	Combined daily (me) 10,884	.06	...							
GREENVILLE 8,636	Record Argus (e) 4,090x	.035	.03	(I-R) (AP) (†) (J) (3¢, 15¢w) (40)	Advance Argus Co John L. Morrison	John L. Morrison	J. W. P. Hart Earl Miller (sp)	Melvin A. Blair (bm)	Melvin A. Blair M. E. Crowley (cl)	
HANOVER 11,805	Sun (e) 17,889	.07	.037	(I) (AP) (†) (J) (1¢, 6¢w, 25¢m, 60c) (none)	Sun Co H. D. Sheppard, Pres.	C. H. Meredith H. B. Hostetter	T. Y. Cooper E. H. Wallace (sp)	C. H. Meredith (bm)	J. Y. Yingling	J. H. Dillow
HARRISBURG 80,339 119,645 (ABC City)	News (e) 15,865	...	...	(I-D) (AP, UP, INS) (*Sat.) (†) (ROP-3)(3¢, 15¢w, 65¢m, $2) (67)	Patriot Co Vance C. McCormick, Pres.	Dean Hoffman V. H. Berghaus (me-e) W. Carl Sprout (me-m)	L. C. Lightner (e) Henry Wilson (m) Clyde Shue (sp-e) Clyde Roller (sp-m)	Chas. H. Morrison (bm) David Fair (cm)	Homer E. Moyer E. A. Doephe (loc) J. D. Heikes (cl)	E. B. Wharton
	Patriot (m) 61,353	...	...							
	Combined daily (me) 77,218	.18	.14							
	Sunday Courier (S)	.06	...	(R) (INS) (†) (J) (none)	Leon Lowengard Pub	G. M. Steinmets Anthony Kramer	Sid Barson Robt. Millar (sp) Richard Steinmets (Su)	Leon Lowengard Richard Steinmets (cm)	Paul Fuller A. Bryan (cl)	L. Lowengard
	Telegraph (e) 39,239	...	...	(R) (J) (3¢, 15¢w, 65¢m) (42)	Telegraph Press Ed. J. Stackpole, Jr., Pres.	A. H. Stackpole Bion C. Welker	Ralph F. Schraedley Jack Conlin (sp)	J. R. Sheffer (bm) W. J. Hayes (cm)	Everett O. Jones	L. H. Butler R. Green (j)
HAZLETON 44,075	Plain Speaker (e) 11,933	...	...	(I) (AP) (†) (3¢) (39)	The Plain Speaker-Standard-Sentinel J. R. Dershuck, Henry, and Frank Walser, Pubs.					
	Standard-Sentinel (m) 8,134	...	...							
	Combined daily (me) 20,067	.08	...							

(Continued on page 82)



WHY JOHNSTOWN IS A GOOD "TEST MARKET"

Johnstown is more than a typical American market—it is strongly individualistic, completely *independent*—the sort of segregation that permits of *intensive* concentration. It dominates a huge Southwestern Pennsylvania Territory that extends down to the Maryland line.

Johnstown is perfectly "balanced" as to income-producing activities! In heavy industry, the steel mills are now working at capacity while a multiplicity of small plants constitute light industry. Large surrounding mine areas are continuously busy, and back of these is an unusually prosperous farming section, with abundant, diversified crops. For these invincible *reasons* Johnstown is the center of a *steadier* market than is usually found. Merchants do not depend on one source of sales alone.

Two newspapers dominate the market—have for many years. They offer, in combination, a complete morning and evening coverage, with a very low percentage of duplication and at very modest cost in proportion to the unique market they serve.

Home Edition **The Johnstown Tribune**

Every Morning At Your Door **THE JOHNSTOWN DEMOCRAT** Complete News Coverage

COMPLETE NEWS SERVICE Including the direct wires of the United Press, International News Service and Associated Press.

THE WEATHER—Showers JOHNSTOWN, PA., WEDNESDAY MORNING, SEPTEMBER 14, 1938

City Zone Population 105,265
Trade Area Population 299,781

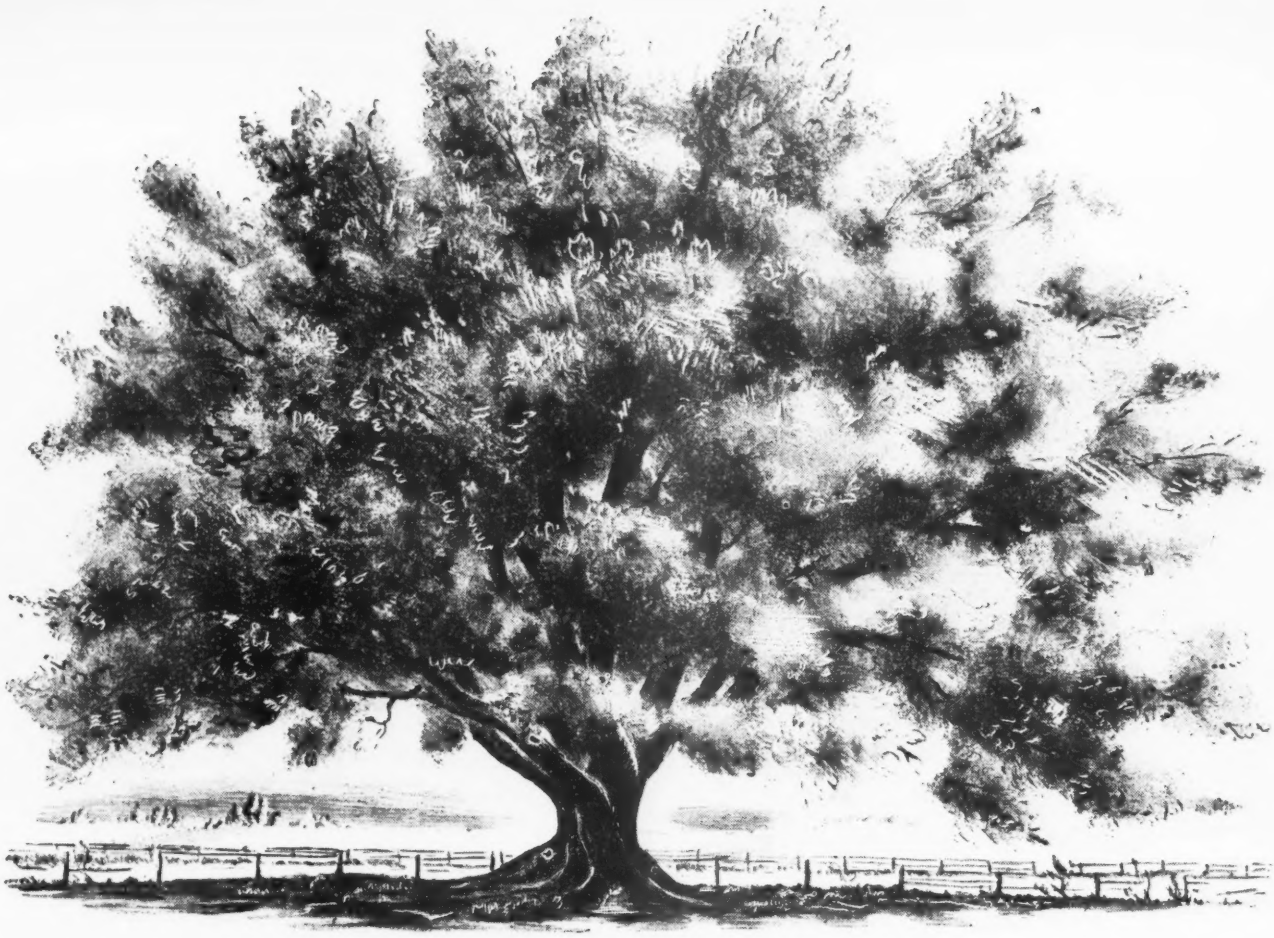
Two Good Newspapers
With Local Ownership Management

Tribune-Democrat ABC
Circulation 50,205

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HOMESTEAD 20,141	Messenger (e) 6,260	.04	...	(I-R) (UP) (†) (2¢) (39)	Messenger Pub. Co. H. P. Wiggins, Pres.	Bert F. Kline	August Dugo (sp)	B. F. Kline H. P. Wiggins and B. F. Kline (bm)	R. M. Cline	Emil Johnson
HUNTINGDON 7,558	News (e) 7,215	.055	...	(R) (UP) (†) (J) (2¢) (62)	Joseph F. Biddle Pub. Co. John H. Biddle, Pres.	John H. Biddle E. Blair Shore	F. Josephine Biddle Eugene T. Shore (sp)	John H. Biddle	Elmer McCartney E. Blair Shore (n)	G. D. Bunn
INDIANA 10,411	Gazette (e) 9,532	.06	...	(R) (AP) (J) (2¢) (39)	Indiana P. & P. Co., Inc. R. N. Ray, Pres.	Frank M. Smith R. H. Ray (me)	Frank M. Smith Merle Agnello (sp)	R. H. Ray B. Dwight Ray (bm) John Woods (cm)	B. Dwight Ray	B. F. Hoover P. C. Woolweaver (j)
JEANNETTE 15,126	News-Dispatch (e) 4,361	.05	...	(I-R) (UP) (J) (3¢, 12¢w, 50¢m, $1.40) (62)	Jeannette Pub. Co., Inc. C. M. Bomberger, Pres.	C. M. Bomberger	Marion Hollendonner James E. Gardner (sp)	C. M. Bomberger Chas. F. Doberneck (bm) D. M. Stevenson (cm)	Michael F. Hubis Chas. F. Doberneck (n) Berne Keough (cl)	N. C. Griffith I. G. Moyer (j)
JERSEY SHORE 5,281	Herald (e) 2,260	.025	.025	(I) (UP) (†) (J) (2¢, 35¢m, $1) (69)	Jersey Shore Herald Pub. Co. L. M. Goodman, Pres.-Pub.	E. M. Parker (me)	.....	F. L. Hersker (cm)	.....	.....
JOHNSTOWN 66,993 105,265 (City Zone)	Democrat (m) 18,570 Tribune (e) 30,135 Combined daily (me) 48,705	... ... .15	... ...	(R) (UP, AP, INS) (†) (3¢, 15¢w, 65¢m, $1.50) (none)	Democrat Co. L. W. Barnes, Pres. Tribune Pub. Co. Walter W. Krebs, Pres.	Hiram Andrews (m) W. W. Krebs (e) John C. Sheridan (me-m) Harry Hesselbein (me-e)	John C. Sheridan (ce-m) Ben Coll (ce-e) Pat Malloy (sp-m) Geo. S. Cooper (sp-e)	L. W. Barnes Harold Linden (cm)	J. Wilber Werry A. D. Schrott (n)	R. W. Keiper
KANE 8,200	Republican (e) 3,142	.03	...	(R) (INS) (†) (3¢, 15¢w, $1.67) (62)	Republican Co. G. Scott Smith, Pres.	G. Scott Smith	Graydon F. Smart	G. Scott Smith J. L. Cliff (cm)	M. M. Fessenden (n)	E. Johnson
KITTANNING 7,808 17,325 (ABC City)	Simpsons' Leader-Times (e) 7,281x	.05	.03	(I) (UP) (†) (2¢, 12¢w, $1) (62)	Simpsons' Pub. Co. Corbin Wyant, Pres.-Pub.	Wayne B. Owen Corbin W. Wyant	Wayne B. Owen Robt. Moorhead (sp)	Corbin W. Wyant Frank M. Shubert (bm)	C. F. Lindberg Frank M. Shubert (n)	R. Ferraro
LANCASTER 59,949 105,421 (City Zone)	Intelligencer-Journal (m) 21,045 New Era (e) 33,324 Combined daily (me) 54,369 Sunday News (S) 27,480	... ... .17 .10	... ...	(D) (R) (AP, UP, INS) (†) (ROP-1) (J) (3¢d, 5¢S, 18¢w, 78¢m, $2.16) (11) (I)	Lancaster Newspapers, Inc. J. H. Steinman, Pres. J. F. and J. H. Steinman, Pubs.	John H. Carter (e) A. E. McCollough (m)	H. C. Brubaker (e) E. E. Keyser (m) Geo. Kirchner (sp-e) Jack Martin (sp-m) J. T. Barber (Su)	I. Z. Buckwalter H. C. Carpenter (bm) John H. J. Kuntz (cm)	L. G. Shenk (Retail Ad. Mgr.) C. L. Fountain (Prom. Mgr.) J. W. Schupp (n) B. Reh (cl)	M. L. Detwiler W. L. Stiber (j)
LANSDALE 8,374	North Penn Reporter (e) 3,215	...	...	(I) (†) (2¢, 10¢w, 45¢m, $1.25) (69)	Equitable Pub. Co. H. O. Williams, Pres. Walter L. Sanborn, Pub.	Geo. W. Knipe	Geo. W. Knipe	Walter L. Sanborn	Howard C. Berky	F. C. Madtes
LANSFORD 9,632	Record (e) 4,750	.035	.035	(I) (AP) (†) (J) (3¢, 18¢w, $2) (39)	D. G. Watkins, Pub.	Edw. T. Gildea J. R. Watkins	Russel Thomas Edw. Urban (sp)	J. R. Watkins J. L. Boyle (cm)	V. J. Dougherty	C. B. Connahan
LATROBE 10,833	Bulletin (e) 6,488	.04	...	(I-R) (UP) (J) (2¢, 10¢w, 50¢m, $1) (39)	Latrobe P. & P. Co. T. M. Whiteman, Pres.	Thos. M. Whiteman	Robt. S. McConnell	H. J. Whiteman	John D. George H. J. Whiteman (n) John D. George (cl)	Logan Baughman Wm. Johnston (j)
LEBANON 25,561	News-Times (e) 14,567	.06	.05	(R) (AP) (†) (ROP-1) (J) (2¢, 10¢w, $1) (117)	News Pub. Co. John K. R. Schropp, Pres.	Henry L. Wilder	J. Herbert Manbeck Wm. W. Parry (sp)	R. J. Schropp John K. R. Schropp (bm) Aaron C. Stager (cm)	John K. R. Schropp	S. D. Evans
LEHIGHTON 6,500	Leader (e) 2,592	.025	.025	(I) (AP) (†) (J) (3¢, 12¢w, $1.50) (69)	Guy V. Morthimer, Pub.	Guy V. Morthimer	Les G. Carpenter	Wm. R. Osmola (cm)	.....	H. C. Miner (j)
LEWISTOWN 13,853	Sentinel (e) 9,457	.045	...	(I) (INS) (J) (2¢, 10¢w, 40¢m, $1.30) (62)	Sentinel Co., Inc. Walter Fosnot, Pres.	Meredith Meyers	Benjamin Meyers Richard S. Ruble (sp)	Walter Fosnot J. Shunkwiler (bm) D. W. Notestine (cm)	C. V. Roland J. Shunkwiler (n) C. Weber (cl)	W. V. Hetrick J. E. Thompson (j)
LOCK HAVEN 9,669	Express (e) 5,075	.04	.03	(I) (AP) (†) (3¢, 15¢w, 65¢m, $1.50) (69)	Express Ptg. Co. F. D. O'Reilly, Sr., Pres.-Pub.	Rebecca F. Gross F. D. O'Reilly, Jr.	John P. Wynne (sp)	Frank D. O'Reilly, Sr. Robt. S. Forney (cm)	Gerard L. Putnam	F. L. Painter
McKEESPORT 54,632	News (e) 21,781x	.085	...	(I) (UP, INS) (†) (ROP-3) (3¢, 18¢w, 78¢m, $1.90) (69)	News Pub. Co. W. D. Mansfield, Pres. Pub.	W. D. Mansfield W. D. Mansfield Jr. (asso-ed)	John M. Orr, Jr. Murrell Granger (sp)	W. D. Mansfield Robt. J. Kurtz (cm)	M. H. Mansfield (n) D. B. Barnhart (cl)	B. W. Ellis
MAHANOY CITY 14,784	Record-American (e) 6,147	.04	...	(I) (UP) (†) (J) (3¢) (69)	American Tribune Pub. Co., Inc. J. H. Kirchner, Pres.-Pub.	J. H. Kirchner	James Carrick	James H. Kirchner Wm. J. Davies (cm)	Russ Green	C. Brandauer L. O. H. Phillips (j)
MAUCH CHUNK 3,206	Times-News (e) 3,093	.03	...	(I) (AP) (J) (†) (2¢, 12¢w, 50¢m) (69)	James J. Boyle	James J. Boyle Gertrude B. Apelbaum (me)	.....	.....	.....	M. Rickert
MEADVILLE 21,198 (City Zone)	Tribune-Republican (m) 7,291x Republican (e) 2,339x Combined daily (me) 9,630x	... ... .05	... ...	(I-R) (AP) (†) (J) (3¢, 15¢w, 60¢m, $2) (62)	Tribune Pub. Co., Inc. R. S. Bates, Pres. Edw. I. Bates, Pub.	R. S. Bates	C. W. Johnson (sp)	Edward Irving Bates C. B. Menold (cm)	Donald W. Gapp Edw. I. Bates (n)	G. Ackinclose H. B. Klingensmith (j)
MECHANICSBURG 5,647	Local News (e) 1,160	.029	...	(R) (J) (3¢, 40¢m) (none)	J. A. Bushman Co., Inc. J. A. Bushman, Pres.	J. A. Bushman A. H. Imhof	Lois Fegan Wayne Guinivan (sp)	J. A. Bushman Wm. Raffensberger (cm)	J. A. Bushman F. I. Bentz (cl)	L. J. Bushman
MILTON 8,552	Standard (e) 3,989	.03	...	(I) (UP) (†) (J) (2¢) (69)	Standard Ptg. Co. Penn G. Hastings, Pres.-Pub.	P. G. Hastings Frederick G. Hastings	.....	Penn G. Hastings	Wm. P. Hastings	Glenn Ellis
MONESSEN 20,248	Independent (e) 4,178	.03	...	(I) (UP) (†) (J) (2¢, 12¢w, 50¢m) (69)	Harry R. Pore	Harry R. Pore Harry R. Pore, Jr.	Edwin J. McKay	Lee J. Roberts (cm)	Wm. H. Pore	Donald Summers
MONONGAHELA 8,664	Republican (e) 3,761	.03	...	(I) (UP) (J) (3¢, 15¢w, 60¢m) (69)	Monongahela Pub. Co. R. H. Robinson, Pres.	Floyd M. France	Philip W. Fair (sp)	John T. Robinson	William Freas	J. R. Keenan
MOUNT CARMEL 17,967 26,088 (City Zone)	Item (e) 4,804	.04	...	(I) (UP) (†) (J) (2¢) (69)	Mt. Carmel Item, Inc. W. Penn Kemble, Pres.-Pub.	W. Penn Kemble	John H. Latshaw Burgess Morgan (sp)	W. Penn Kemble John Foley (cm)	Stephen A. Milo	R. J. Howells H. L. Anthony (j)
NANTICOKE 26,043	Press (e) 3,312	.035	...	(I) ( ) (40)	Daily Press Pub. Co. B. F. Howells, Pres.-Pub.	B. F. Howells	H. Rick Ted Thomas (sp)	B. F. Howells V. Cease (cm)	B. F. Howells (n)	M. G. Thomas
NEW CASTLE 48,705	News (e) 17,353x	.075	.075	(R) (INS) (†) (3¢, 15¢w, $1.50) (69)	News Co., Inc. Fred L. Rentz, Pres.	Fred L. Rentz (me)	Geo. W. Conway	Jacob F. Rentz	Fred C. Scheppele	C. W. Gustafson
NEW KENSINGTON 22,988	Dispatch (e) 6,951	.035	...	(I-R) (UP) (†) (J) (2¢, 12¢w, 50¢m) (39)	Dispatch Ptg. Co., Inc. M. P. Endean, Pres.	James A. Smith, Jr.	W. Forrester (sp)	M. P. Endean (bm) R. J. Barron (cm)	John T. Endean Mrs. F. Wolfe (cl)	P. F. Powell M. Ashbaugh (j)
NORRISTOWN 35,853	Times-Herald (e) 12,288	.12	.07	(I) (UP) (†) (J) (3¢, 18¢w, 75¢m, $2) (89-117)	Norristown Herald, Inc. Ralph Beaver Strassburger, Pres.-Pub.	Walter A. Wilson	W. D. Cressman, Jr. Felix McCarthy (sp)	W. A. Wilson George R. Owens (cm)	Robert I. McCracken J. Charles Whitman, 2nd (cl)	Martin T. Hayden Harry Hafer (j)
OIL CITY 22,075	Blizzard (e) 7,087	.04	.04	(I) (INS) (†) (J) (3¢, 15¢w, 60¢m, $2) (69)	Oil City Blizzard, Inc. Richard H. Amberg, Pres.-Pub.	Richard H. Amberg C. F. Stuart (asso.) L. H. Walter (me)	Joseph Szafran (sp)	Richard H. Amberg Norman J. Payne (bm) Wm. J. Ahrens, Jr. (cm)	J. Kenneth Staats Norman J. Payne (n) Joan L. Bolles (cl)	D. B. Curran Ray Hayes (j)
	Derrick (m) 8,154	.05	.04	(R) (AP) (†) (ROP-1) (J) (3¢, 15¢w, 65¢m, $2.25) (104)	Derrick Pub. Co. Edward P. Boyle, Pres.-Pub.	John O'Donnell Paul M. Young	Alex C. MacIntyre James Rich (sp)	John O'Donnell T. J. Moran (bm) Robt. W. Rhoades (cm)	Roy Brower John H. Ferguson (cl)	H. H. Frank J. Nelson (j)
PHILADELPHIA 1,950,961 2,081,602 (City Zone)	Bulletin (e) 440,475	.65	...	(I-R) (AP) (3¢) (134)	Bulletin Co. Robert McLean, Pres.	Melville Ferguson (ed-in-ch.) Dwight Perrin (me)	Larry Flick (ce) Charles Israel (sp)	Richard W. Slocum (mgr.) H. W. Stodghill (bm) C. L. Stretch (cm)	G. G. Steele (ret-ad-mgr.) Harry Hawkins (n) Frank M. Bechtel (cl)	Frank Smith
	Inquirer (m) 384,859 Sunday Inquirer (S) 1,021,666	.55 1.00	.26 .41	(I) (AP, UP, CT, NYHT) (*S) (†) (ROP-1) (J) (3¢d, 10¢S, 18¢w-d, 75¢m-d) (96-45)	Inquirer Co. Chas. A. Tyler, Pres. M. L. Annenberg, Pub.	John T. Curtis John Fitzpatrick (me) E. Z. Dimitman (exec-ed)	R. A. Thornburgh Robt. J. French (sp) S. S. Schwab (Su)	Chas. A. Tyler J. M. Annenberg (cm)	H. A. Stretch Gordon Chelf (n) Joseph Hopkins (cl)	L. Holtsizer, Jr.

(Continued on page 84)



Deep-rooted in friendly ground

A great tree gains its stature, builds its strength, bears its fruit, through years of growth in friendly ground.

So do the enterprises of men.

When one newspaper in a great city rises to leadership without artificial stimulation

. . . attracts readers through merit alone

—and stands first in daily circulation year after year for more than three decades

. . . that newspaper reflects character and worth that can be products only of deep-rooted *natural* growth.

By reader preference alone, The Evening Bulletin became the daily newspaper with the largest circulation in Philadelphia. Solely on reader confidence, without subscriber contests or premiums or prizes to subscribers —The Evening Bulletin has continued its leadership every day, six days a week, since 1905.

The Bulletin's circulation is *Philadelphia* circulation, —94.9% in the retail trading area of the greatest city market of single-family homes in America.*

And as important to the advertiser as The Evening Bulletin's *coverage* of the Philadelphia market, is the *interest* readers have in its pages.

People buy The Evening Bulletin to *read* — and when they buy to read, they read to *buy!* For the confidence readers have in The Bulletin's news columns is reflected by confidence in the advertising in its pages.

Consult your advertising agency about the extra value of circulation secured by natural growth through reader interest.

With The Evening Bulletin alone, a manufacturer can reach more homes *in* Philadelphia than with any other daily newspaper—and do so at one of the *lowest costs per reader in America!*

*Nine out of ten dwellings in Philadelphia are single-family homes. More single-family homes than New York City and Buffalo combined; than Chicago and St. Louis; than Cleveland and Detroit; more than any one of twenty-two states. (U. S. Census 1930.)

In Philadelphia—City of Homes—nearly everybody reads **The Evening Bulletin**

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
	PHILADELPHIA—Continued									
	Legal Intelligencer (m)	...	...	(I) (UP) (†) (J) (none)	Legal Intelligencer..... Harold Cooper Roberts	Harold C. Roberts.....	Walter E. Rauffenbart.	Chas. J. Odgers, Jr. (cm)	.....	Carl R. Heintze
	News (e) 131,610	.32	.35	(I) (UP) (†) (J) (2¢, 50¢m) (22, 56, 74)	Phila. Daily News, Inc. Lee Ellmaker, Pres.-Pub.	Lee Ellmaker..... J. H. Keen	Robert Vale..... Lansing McCurley (sp)	J. E. Lee (cm).....	J. C. Marsehe r..... Wm. M. Mashbir (n)	Wm. I. Seltser C. A. Kugelmeier (j)
	Evening Public Ledger (e) 168,386	.45	.22	(I-R) (AP, UP) (†) (J) (3¢, 18¢w, 78¢m, $2.15) (73)	Public Ledger, Inc..... Geo. F. Kearney, Pres. Cary W. Bok, Pub.	George Kearney..... Edw. Pollock	Chas. Kapnic..... Leo T. Riordan (sp)	Arthur C. Hampson (bm) J. R. Westcott (cm)	E. L. Wingert..... W. B. Rose (n) Wm. F. Malsberger (cl)	Wm. G. Dodge C. A. Githens (j)
	Record (m) 218,835	.50	.26	(I) (UP, AP, NYT) (†) (ROP-1) (3¢d, 10¢S, $2d) (76)	Phila. Record Co..... J. David Stern, Pres.-Pub.	Wm. P. Hawkes..... A. L. Clarke	Alexander Griffin..... Wm. C. Driscoll (sp) Albert Armitage (Su)	David Stern Loeb (bm) I. M. Orner (cm)	Richard Laughlin..... John Dennison (n) H. G. Barringer (cl)	James Teler
	Sunday edition (S) 355,320	.60	.28							
PHILIPSBURG..... 3,594	Journal (e) 2,350	.025	...	(I) (INS) (J) (2¢) (69)	E. F. Bair.....	E. F. Bair..... J. E. Bair	Bob Stine..... Wm. McFeeters (sp)	J. E. Bair.....	John Achmoody..... J. E. Bair (n)	Wm. P. Wilson J. E. Bair (j)
PHOENIXVILLE..... 12,029	Republican (e) 4,792	.035	...	(R) (AP) (†) (J) (2¢) (18-89)	Phoenixville Pub. Co... H. H. Gilkyson, Jr., Pres.	E. J. Breece.....	E. J. Breece..... Jos. P. Ujobai (sp)	E. J. Breece..... S. H. Umstad (bm) James Quinn (cm)	Thomas Eagle..... S. H. Umstad (n) Thomas Eagle (cl)	Harry Crothers Wm. Ludlow (j)
PITTSBURGH..... 669,817 1,072,545 (ABC City)	Post Gazette (m) 219,428	.45	...	(I-R) (AP, UP) (†) (ROP-2) (3¢, 18¢w) (11)	P. G. Pub. Co..... Paul Block, Pres.-Pub.	Oliver J. Keller..... W. U. Christman	Joseph Shuman..... Havey Boyle (sp)	Oliver J. Keller..... Roger H. Ferber (bm) Ray Foudray (cm)	H. G. Wyman (n)..... Adolph Frey (local) D. M. Corson (auto) James O'Connor (cl)	Fred Winch
	Press (e) 206,473	...	...	(I) (UP) (*S) (†) (3¢d, 10¢S) (111)	Pittsburgh Press Co...	E. T. Leech..... W. W. Forster	L. J. Fagan..... Chester L. Smith (sp) W. A. White (Su)	Frank G. Morrison (bm) Walter R. Rauck (cm)	H. E. Perkins..... Frank Losch (n) James McGovern (cl)	C. M. Wolf
	Sunday edition (S) 321,881	...	...							
	Sun Telegraph (e) 158,219	.40	...	(I) (AP, INS) (†) (3¢d, 10¢S, 18¢w-d, 28¢w, d-S) (12)	Pitt Pub. Co..... H. M. Bitner, Pres.-Pub.	Royal Daniel, Jr. (me).	J. Alex Zehner..... Harry Keck (sp) Fred C. Dorow (Su)	E. D. Becker (bm)..... M. S. Lunn (cm)	Stuart List..... H. A. Feldgoise (cl)	.....
	Sunday edition (S) 386,962	.65	...							
PITTSTON..... 18,246	Gazette (e) 5,247	.035	...	(I-R) (UP) (J) (2¢) (39)	Wm. J. Peck.....	Tallie Evans.....	John Higgins (sp).....	Wm. J. Peck.....	J. B. Bennett..... Miss Ruth Adams (cl)	Amos Quinn
POTTSTOWN..... 19,430	Mercury (m) 11,401x	.07	.04	(I) (AP) (†) (ROP-2) (J) (2¢, 10¢w, 45¢m, $1.33) (106)	News Pub. Co..... Wm. M. Hiester, Pres.-Pub.	J. Ernest Spare.....	J. E. Spare..... Albert Willey (sp)	Shandy Hill..... W. S. Zimmerman (cm)	Geo. A. Lessig..... Ernest Rhinehart (cl)	Geo. Chadwick H. W. Moyer (j)
POTTSVILLE..... 24,300 27,225 (City Zone)	Journal (e) 10,213	.05	.05	(R) (UP) (†) (J) (3¢, 18¢w, 75¢m, $2.30) (106)	Miners Journal Newspaper Co., Inc. H. I. Silliman, Pres.-Pub.	H. I. Silliman.....	David E. Yocum..... Walter S. Farquhar (sp)	H. G. Rhoads..... Theodore Kriston (cm)	Wm. H. Ent..... Anna M. Gottschall (n) Marie H. Shovlin (cl)	W. Smith R. C. Shearer (j)
	Republican (e) 14,242x	.08	...	(R) (AP) (†) (J) (3¢, 18¢w, 75¢m, $2.16) (39)	J. H. Zerbey Newspapers, Inc. J. H. Zerbey, Jr., Pres. U. H. Martz, Secy. E. L. Clifford, Treas.	.....	.....	.....	.....	.....
PUNXSUTAWNEY.... 6,226	Spirit (e) 5,220	.04	...	(R) (INS) (†) (J) (3¢, 60¢m, $2) (62)	Spirit Pub. Co..... P. L. Smith, Pres.	S. S. Smith..... P. L. Smith	Sid Carlton (sp).....	J. B. Hunger.....	A. I. Eberhart..... H. R. Gourley, Jr. (cl)	Henry Wolfe J. A. Harlan (j)
READING..... 111,171 123,407 (ABC City)	Eagle (e) 48,821	.15	.09	(I) (AP, UP, INS) (†) (J) (3¢, 12¢w) (67)	Eagle Co..... Hawley Quier, Pres.	Walter Dillon.....	Jack Prescott..... William Reedy (sp) Ron Sercombe (Su)	James E. Keller..... Joseph A. Abey (cm)	C. M. Snyder..... Lawrence Wagner (n) Carl Mull (cl)	Harry Yost Paul Reifsnyder (j)
	Sunday edition (S) 29,928	.13	.07							
	Times (m) 37,155	.12	...	(I) (AP) (†) (3¢, 12¢w, $1.41½) (100-9)	Times Pub. Co..... John H. Perry, Pres. Eagle Freshwater, Pub.	Herbert C. Kohler (me)	John J. Schans..... Gordon Williams (sp)	Eagle Freshwater..... Edmund Levan (cm)	C. W. Detweiler..... B. W. Hoon (cl)	H. Y. Sterrett
RENOVO..... 2,550	Record (e) 1,155	.014	...	(I) (INS) (none)	J. U. Shaffer, Sr.....	John U. Shaffer, Jr.....	Grover Young (sp).....	John U. Shaffer, Jr....	John U. Shaffer, Sr.....	Geo. Bender (j)
RIDGWAY..... 6,316	Record (e) 2,898	.03	.02	(I) (INS) (†) (J) (3¢, 15¢w) (none)	Ridgway Pub. Co..... William Hyde, Pres.	W. B. Wagoner.....	John Fay (sp).....	Mrs. T. G. Schisler (cm)	John A. Fay.....	Geo. Martin M. Helms (j)
ST. MARYS..... 7,390	Press (e) 2,310	.03	.021	(I) (INS) (†) (J) (3¢, 15¢w, $1) (69)	Press Pub. Co., Inc.... W. G. Bauer, Pres.	H. T. O'Brien.....	.....	W. G. Bauer..... A. G. Brehm (bm)	James A. Dippold.....	Geo. T. Wegener Frank Robacker (j)
SAYRE..... 7,903 21,644 (City Zone)	Times (e) 5,064	.035	...	(I) (UP) (†) (3¢) (105)	Sayre Ptg. Co..... Frank H. Cook, Pres.	H. C. Yingling.....	H. C. Yingling..... Jack Beahan (sp)	Frank H. Cook.....	Francis P. McCormick.	T. J. Cook
SCRANTON..... 143,433 191,980 (ABC City)	Tribune (m) 42,809x	.11	.035	(R) (AP, UP, INS) (†) (ROP-2) (3¢) (none)	Republican Pub. Co... M. L. Goodman and Richard Little, co-pubs.	E. Tracy Sweet..... B. B. Powell	"Chic" Feldman (sp)...	M. L. Goodman..... David J. Thomas (cm)	A. S. Ginsburgh..... A. H. Jackson (n) C. A. Reynolds (cl)	F. Kilcullen
	Scrantonian (S) 40,222x	.12	.05	(R) (AP, UP, INS) (*S) (†) (10¢, $7.50) (72)	Scrantonian Pub. Co... Richard Little, Pres.	E. Tracy Sweet..... B. B. Powell	Chic Feldman (sp)..... Alex Thompson (Su)	M. L. Goodman..... Morris Goodman (cm)	A. S. Ginsburgh..... A. H. Jackson (n) C. A. Reynolds (cl)	Frank Kilcullen
	Times (e) 54,009x	.16	.09	(D)(AP,UP,INS,NANA) (†) (2¢, 12¢w, 50¢m, $1.25) (76)	Scranton Times..... Edward J. Lynett, Pub. W. R. Lynett, Asst. Pub.	Edward J. Lynett..... A. J. O'Malley	John F. Ruddy..... Jos. M. Butler (sp)	James W. Flanagan.... E. J. Cullen (cm)	H. E. Bradley.....	.....
SHAMOKIN..... 20,774 38,778 (City Zone)	News-Dispatch (e) 11,894	.065	.05	(I) (UP) (†) (J) (3¢, 15¢w, 60¢m, $2) (39)	News Pub. & Ptg. Co., Inc. Robert E. Malick, Pres.	H. O. Siglin..... R. E. Malick	H. O. Siglin..... W. F. Dyer (sp)	R. E. Malick..... R. B. Bird (cm)	J. Monroe Boyer..... Goldie MacElwee (cl)	J. A. Hoy W. Buffington (j)
SHARON..... 25,908 46,909 (City Zone)	Herald (e) 14,019	.07	...	(I) (UP) (†) (J) (3¢, 18¢w) (none)	Herald Co..... A. W. McDowell, Pres.	Wm. L. Aiken.....	J. D. Shatto..... Elliott Jones (sp)	C. B. Larts..... Geo. Manning (cm)	Paul A. Achre..... R. S. Arthur (n) Florence Weaver (cl)	H. P. Clarke Mrs. Frances Wiesen (j)
SHENANDOAH..... 21,782	Herald (e) 6,317	.045	...	(R) (UP) (†) (J) (3¢, 18¢w, 75¢m, $2.50) (69)	Herald Ptg. Co., Inc... C. T. Straughn, Pres.-Pub.	C. T. Straughn..... James F. Haas	Philip Cameron..... Bruce B'Oris (sp)	C. T. Straughn..... K. A. Hoffman (bm) Leo. M. Carroll (cm)	James H. Coogan, Jr... Karl A. Hoffman (n)	Chas. L. Fowler Geo. Hostetter (j)
SOMERSET..... 4,395	American (m) 4,117	.04	...	(R) (AP) (†) (J) (2¢, 10¢w, $1) (69)	Somerset Newspapers, Inc. H. B. Reiley, Pres.-Pub.	Henry Baker Reiley... Chas. A. Welsh, Jr.	Mary Black..... Penn Dively (sp)	C. E. Stoneback..... Mary Hause (bm) John Bayorek (cm)	C. E. Stoneback..... Elizabeth H. Kessler (cl)	Howard Bragher Harry Miller (j)
STATE COLLEGE & BELLEFONTE..... 4,334-4,600	Centre Times (e) 4,200	.03	...	(I-R) (UP) (†) (J) (3¢, 12¢w, 50¢m, $2) (62)	Nittany Ptg. Co..... Claude G. Aikens, Pres.-Pub.	Wm. K. Ulerich.....	D. P. Sanders..... J. M. Weinstein (sp)	R. J. Kennard (bm)... T. R. Kemmerer (cm)	E. J. Reilly.....	H. M. Ralston H. M. Hines (j)
STROUDSBURG & E. STROUDSBURG.... 12,000 (City Zone)	Record (m) 4,494	.04	.03	(D) (AP) (†) (J) (3¢, 15¢w, 50¢m, $1.50) (39)	Monroe Pub. Co..... C. A. Frants, Pres.	Wm. P. Deering..... N. A. Frants	A. F. Everitt.....	N. A. Frants (bm)..... H. D. Rodewald (cm)	L. H. Cross..... I. M. Johnson (cl)	N. O. Bender
SUNBURY..... 15,672	Daily Item (e) 13,662	.043	.043	(I) (AP, UP, INS) (J) (2¢, 12¢w, $1.50) (39)	Sunbury Item, Inc..... H. H. Haddon, Pres. B. A. Beck, Pub.	T. L. Roberts..... H. H. Haddon	T. L. Roberts..... Daniel Park (sp)	B. A. Beck..... Lewis Dewart (bm) Geo. McCorkill (cm)	Fred Byrod..... Cathryn Geist (n)	Walter Weader Russell Miller (j)
SUSQUEHANNA..... 3,203	Transcript (e) 2,153	.025	...	(R) (J) (2¢) (69)	U. G. Baker.....	U. G. Baker.....	.....	U. G. Baker..... P. S. Baker (cm)	U. G. Baker..... Paul S. Baker (n)	.....
TAMAQUA..... 12,963	Courier (e) 4,428	.04	...	(R) (UP) (†) (J) (3¢, $2) (69)	John M. Harris, Pub...	J. M. Harris.....	Robert Meredith (sp)..	J. M. Harris..... C. H. Deininger (cm)	E. M. Hirsch..... C. H. Deininger (cl)	Frank Miller
TARENTUM..... 9,551	Valley Daily News (e) 5,745	.04	.04	(I-R) (UP) (†) (J) (3¢, 15¢w, 63¢m, $1.85) (62)	News Ptg. Co..... Chas. P. Howe, Pres.-Pub.	Geo. D. Stuart..... Chas. P. Howe	Geo. D. Stuart..... C. B. Schwartz (sp)	Chas. P. Howe..... Geo. P. Schmitt (bm) Hilda Larson (cm)	Geo. P. Schmitt..... Freida Dudt (cl)	W. A. Hawthorne H. Ashbaugh (j)
TITUSVILLE..... 8,055	Herald (m) 4,857	.035	...	(R) (AP) (†) (ROP-1) (J) (3¢, 15¢w) (69)	Herald, Inc..... E. T. Stevenson, Pres.-Pub.	E. T. Stevenson..... E. W. McNall (me)	L. F. Thayer (sp).....	M. M. Lockwood (bm). Glenn Patterson (cm)	James B. Stevenson....	Roger Clark Raymond Ross (j)

(Continued on page 86)

WHAT ARE THE FACTS?

"Our concern with any man is not with what eloquence he teaches, but with what evidence." **AUGUSTINE**

PETROLEUM INFORMATION. Petroleum information in shape to please the editor is available from the American Petroleum Institute.

"Weekly Press Release" presents news events and feature stories on the industry. "Sidelights of Industry" is a weekly industrial feature service, novel in treatment, covering new developments in every industry. "Petroleum Facts and Figures" gives the statistical report of the industry yearly, but in a non-technical, understandable, interesting form. "Your Industry and Mine" tells how the petroleum industry ticks, and has ticked these 80 years.

Information about many phases of the industry in every state, and especially the oil-producing states, is prepared upon request. "Most Motorists Earn About $30 a Week, But Are Taxed Like Millionaires" is a tax picture book which tells a story about what excessive automotive taxes are doing to newspaper readers. In fact, a vast fund of information about taxes these people pay may be drawn upon by editors at any time.

The American Petroleum Institute functions as a clearing house for general information on the American petroleum industry. It doesn't have *all* the information, of course, but it's a pretty good place to start! Address Department of Public Relations, American Petroleum Institute, 50 West 50th St., New York, N. Y. SOURCE—American Petroleum Institute.

U. S. Airlines Enter "The Flying Forties" Proving Their Slogan "It Pays to Fly"

During 1939 scheduled airliners of the United States in domestic and international operation carried 2,096,800 people approximately 845,000,000 passenger miles, with a safety record unprecedented in the history of the industry. Increases over 1938 were 36½% and 33% respectively.

Years of painstaking research at tremendous expense bore fruit in 1939, and the industry concluded the year in the black. "The next decade," says Col. Edgar S. Gorrell, President of the Air Transport Association, "should truly be 'The Flying Forties' as the scheduled airlines are now limited in their performance only by their ability to carry the loads presented." Fifty new, giant, transport planes were added to the U. S. fleet in 1939, yet orders have already been placed for new planes costing $25,000,000 for delivery in 1940-41. Scheduled airline service in 1940 will offer more frequent trips and greater comfort and convenience for the millions of travelers now accepting air travel as a commonplace mode of transportation.

SOURCE—Air Transport Association.

Our Highways Dramatized

Roads for war and peace, for business and pleasure, for transportation of men and materials are dramatized by Highway Information Service. The story of highways of yesterday, today and tomorrow is told by news and feature releases. "Down the Road," monthly column by Charles M. Upham, internationally recognized highway authority, interprets the role roads play in our everyday life.

Press releases and statistical charts chronicle important activities in the highway field and make predictions for the roads of the future. This material, supplemented by mats, cartoons and photographs, is available to editors free of charge by writing Highway Information Service, 865 National Press Building, Washington, D. C.

SOURCE — American Road Builders' Ass'n.

All-electric Kitchens Give Revenue to Newspapers

Increased popular interest in the all-electric kitchen is proving a valuable source of revenue to newspapers throughout the country. Many newspapers find that special sections devoted to the electric kitchen are quickly filled with advertising from electrical appliance dealers and utility companies. Several newspapers are devoting a special page to the subject once a week.

The Modern Kitchen Bureau's promotional programs for 1940 make provision for this by including both advertising mats and suitable editorial material.

These are distributed by the Bureau to electric utility companies throughout the United States.

Modern Kitchen Bureau activities for 1940 include sales campaigns for the electric range, electric refrigerator, electric water heater, electric roaster and for the planned all-electric kitchen.

Information on these can be obtained from your local utility.

SOURCE—Edison Electric Institute.

Prohibition Fancies Shattered By Facts

A 12-page pamphlet, "Facts vs. Fancies," designed as an answer to the numerous exaggerations and misstatements of the Prohibitionists, is just off the press and is being distributed by the Distilled Spirits Institute. The facts cited are supported by figures from recognized Governmental or private sources having no connection with the alcoholic beverage industry. They are not Wet facts nor Prohibition facts—just "facts," which neither the alcoholic beverage industry or the Prohibitionists can deny. The distilling industry accepts these facts without reservation. Prohibitionists will continue to close their eyes to these facts in their campaign to deceive publishers and the general public.

"Facts vs. Fancies," among other things, contains charts refuting the Prohibitionists' "Fancies" on Crimes, Traffic Deaths, Drunkenness, Alcoholic Deaths, Drunken Driving, or that Prohibition territory is expanding. "Facts vs. Fancies" is a brief pamphlet. The record therein speaks for itself.

SOURCE — Distilled Spirits Institute, Inc.

Railroad Efficiency Continues to Increase

Efficiency in railroad operation continued to increase in 1939. Not only was the average speed of freight trains between terminals the highest on record, but the average load per train also was the greatest. At the same time, a new record in fuel efficiency of freight lomocotives was established, the railroads, for each pound of fuel consumed, having moved 8.9 tons of freight and equipment one mile compared with 5.8 tons in 1920.

By reducing one-third the time of goods in transit, railroads save American industry approximately $25,000,000 annually in interest on investment in goods, in addition to many other savings, such as insurance, losses through irregularity of service, and the like. Railroads are indispensable to the shippers of this country and every improvement in efficient operation by the railroads reacts to the benefit of the shipping public.

SOURCE—Association of American Railroads.

A Basic American Industry

The size of the Pennsylvania Hard Coal (Anthracite) Industry is seldom considered—still it is a most important factor in American business.

Anthracite employs more than 100,000 people for preparation and mining alone. To these and to other employees, Anthracite pays annual wages of more than $155,000,000.

Nearly 1,000,000 railway cars are required each year to transport Anthracite, producing railway revenue of about $100,000,000.

Nine thousand retail coal dealers, with 40,000 employees, have $375,000,000 invested in plants and equipment, with total retail sales of about $425,000,000.

More than 6,000,000 homes, housing more than 35,000,000 people, are heated with Anthracite. Considering the millions invested in producing and distributing equipment—more millions spent for equipment to use the fuel—millions that go for salaries and wages, freight and taxes—it is obvious that Anthracite is one of the largest, as well as one of the most important, of America's basic industries.

SOURCE — Anthracite Industries, Inc.

Directory of Authoritative Sources of Factual Information

Air Transport Association
135 So. La Salle St., Chicago, Ill.
A neutral source of information, photographs, facts and figures concerning the passenger, air mail and air express business of the sixteen major scheduled United States Airlines operating domestic and international services. Also facts available regarding operation and maintenance of the transport planes and airway facilities, including communication systems, of member airlines. General and specific requests from editors invited.

American Road Builders' Assn.
National Press Bldg., Washington, D. C.
A Highway Press Service, publicising need of "more, better and safer roads." An educational column, "Down the Road." A series of articles, "History of Highways," with mats and photographs. Also highway facts and figures and a monthly publication, "Road Builders' News." Free to editors.

Anthracite Industries, Inc.
3267 Chrysler Bldg., New York City
A non-profit organization of Pennsylvania hard coal producers, designed to promote the use of anthracite, through research, education and the development of efficient anthracite burning equipment. Fact finding and statistical facilities at the service of editors everywhere.

Association of American Railroads
Transportation Bldg., Washington, D. C.
Publications, reports and releases on operations and maintenance, car service, traffic, finance, taxation, valuation. Library and reference material available to all.

American Petroleum Institute,
Department of Public Relations, 50 W. 50th St., New York, N. Y.
National Trade Association of the American Petroleum Industry, interested chiefly in technological and statistical progress. Send for samples of "Weekly Press Release," presenting current data, interesting items, on petroleum developments and "Sidelights of Industry," weekly column of industrial features; also for "Petroleum Facts and Figures," statistical yearbook, all free to editors.

Distilled Spirits Institute, Inc.
National Press Bldg., Washington, D. C.
Factual information, data and statistics relating to the Distilling Industry, reports from official sources on production, consumption, enforcement, taxation, revenue.

Edison Electric Institute
420 Lexington Ave., New York, N. Y.
Factual information, data and statistics relating to the electrical industry.

Advertisement

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
TOWANDA	Review									
4,104	(m) 5,280	.04	...	(R) (AP) (†) (ROP-1) (J) (3¢, 18¢w, 78¢m, $1.50) (39)	Towanda Ptg. Co. H. M. Turner, Pres.-Pub.	H. M. Turner	Staley N. Clarke Ashton Merrill (sp)	Thomas J. Finn (bm)	Thomas J. Finn	E. A. Parsons Robt. Putnam (j)
TYRONE	Herald									
9,042	(e) 3,246	.03	.02	(R) (INS) (J) (3¢, 12¢w, 50¢m, $1.75) (62)	Tyrone Herald Co. B. C. Jones, Pres.	A. R. Flenner	Paul M. Goheen	P. M. Kienzle J. C. Chamberlain (cm)	J. C. Chamberlain	Geo. Oberly
UNIONTOWN	Herald									
19,544	(m) 7,363	...	...	(R) (AP, INS) (†) (J) (2¢, 12¢w, 50¢m, $1) (39)	Fayette Pub. Co. J. K. Spurgeon, Pres. C. D. Harader, Pub.	J. Fred Shean	Joe L. Dickson (m) J. S. Albright (e) Edgar W. Kennedy (sp)	C. D. Harader L. E. Bierer (bm) Ira W. Coldren (cm)	Lindsey E. Bierer	R. M. Berry A. J. Wahler (j)
	Genius									
	(e) 8,147	...	...							
	Combined daily									
	(me) 15,510	.05	...							
	News-Standard									
	(e) 13,178	.05	...	(D) (UP) (†) (J) (2¢d, 3¢Sat, 12¢w) (69)	Uniontown Newspapers, Inc. S. W. Calkins, Pres.-Pub.	O'Neil Kennedy	Geo. Gray Arnold Goldberg (sp)	S. W. Calkins W. S. Lloyd (cm)	H. Greenspan Clyde H. Wood (n) John Duff (cl)	E. Zelt
VANDERGRIFT	News									
11,479	(e) 4,445	.035	.03	(I-R) (INS) (†) (2¢, 12¢w, 50¢m, $1.15) (62)	News Pub. Co. H. D. Brauff, Pres.-Pub.	H. D. Brauff Geo. M. Spiher, Jr. (me)	Tom Steele (sp)	A. M. Bennard (cm)	Howard W. York	William Hays
WARREN	Times-Mirror									
14,863	(e) 8,113	.07	.035	(I) (AP) (†) (3¢) (69)	Times Pub. Co. W. A. Walker, Pres.-Pub.	E. C. Lowry	Elwyn Hildrum B. Rice (sp)	W. A. Walker (bm) Chas. Kircharts (cm)	Mrs. K. J. Knoll	E. Conners
WASHINGTON	Observer									
24,700	(m) 10,474	...	...	(I) (AP, UP) (†) (3¢, 18¢w, $1.75) (14)	Observer Pub. Co. J. L. Stewart, Pres.-Pub.	John L. Stewart J. C. Day (me-m) Minor H. Day (me-e)	Chas. Bertram (sp-m) Henry Littlehales (sp-e)	John L. Stewart H. L. Christman (bm) W. P. Wilson (cm)	James S. Lyon Ines Cole (cl)	.....
	Reporter									
	(e) 6,783	...	...							
	Combined daily									
	(me) 17,257	.07	...							
WAYNESBORO	Record-Herald									
10,167	(e) 4,588	.04	.035	(I-R) (AP) (†) (J) (3¢, 10¢w) (39)	Record-Herald Pub. Co., Inc. Floyd Chalfant, Pres.-Pub.	Floyd Chalfant W. H. Shryock	W. J. Davis (sp)	Floyd Chalfant G. F. Blessing (bm) A. S. Etter (cm)	G. F. Blessing W. H. Gordon (cl)	Chas. A. Waynant
WAYNESBURG	Democrat Messenger									
4,015	(m) 5,206	.04	.04	(I) (AP) (†) (3¢, 12¢w, 50¢m, $1) (60)	Democrat Ptg. Co. Robt. H. Robinson, Pres.-Pub.	Floyd H. Miller	Ewing Davis (sp)	John T. Robinson Geo. F. Briceland (bm) Kenneth Mahan (cm)	Chas. B. Donham Eleanor Minor (cl)	Clarence Hunnell
WEST CHESTER	Local News									
12,325	(e) 5,208	.06	...	(I)(UP) (†) (3¢, 18¢w, $2) (40)	Daily Local News Co. Wm. R. Kessler, Pres.	E. L. McKinstry H. L. Brinton	H. L. Brinton Hugh McDevitt (sp)	C. J. Miles J. B. Taylor (cm)	G. L. Anderson C. J. Miles (n)	Ed. Hess, Jr.
WILKES-BARRE	Record									
86,626	(m) †25,960	*.21	.09	(I-R) (AP) (†) (ROP-1) (3¢, 15¢w, 65¢m, $2) (117-106)	Wilkes-Barre Pub. Co. Frederick G. Johnson, Pub.	Robert W. Johnson	.....	L. J. Van Laeys Thomas A. Gavin (bm) D. H. Fado (cm)	M. M. Bartlebaugh (ad-dir) Thos. A. Gavin (n) N. E. Nelson (cl)	Geo. Ohlman
				*Sold in combination with Times-Leader, Evening News. *Note: Circulation is for 5 month period ending Sept. 30, 1939.						
	Times-Leader-News									
	(e) †40,543	*.21	.14	(I) (AP, INS) (†) (ROP-2) (J) (3¢, 15¢w, 65¢m, $2) (106-117)	Wilkes-Barre Pub. Co. Ernest G. Smith, Pres.-Pub. John A. Hourigan, Sr. (Ch-bd)	John J. McSweeney Joseph T. Murphy (me)	Francis X. Welsh (sp)	Chas. B. Waller (secty-treas.) J. J. Morrisey (cm)	James A. Crawley Miss Bessie F. Lenihan (n) O. A. Stecher (cl)	Alan G. Kistler W. L. Griffith (j)
				*Sold in combination with Record. †Note: Circulation is for 5 month period ending Sept. 30, 1939.						
	Sunday Independent									
	(S) 24,717	...	...	(I) (UP) (10¢) (none)	Independent Co. Thos. F. Heffernan, Pres.	Thos. F. Heffernan Thomas E. Heffernan	T. E. Heffernan	Thos. F. Heffernan Geo. P. Heffernan (bm) Peter A. Golden & Owen Durkin (cm)	Geo. P. Heffernan	Jos. Rusnock
WILLIAMSPORT	Gazette-Bulletin									
45,729	(m) 5,969	...	...	(I) (AP, UP) (†) (3¢, 18¢w, 78¢m) (78)	Sun-Gazette Co. John E. Person, Pres.-Pub.	Elmer L. Schuyler (m) Bruce A. Hunt (e) Edmund F. Wolf (me)	J. Mark Good (e) Quinton E. Beange (m) R. J. Steinhilper (sp-e) Louis Pickelner (sp-m)	John E. Person E. M. Case (bm) J. S. Davis (cm)	Leo C. Barland W. V. Person (n) L. R. Lindauer (cl)	.....
58,068 (City Zone)	Sun									
	(e) 18,071	...	...							
	Combined daily									
	(me) 24,040	.16	...							
	Grit									
	(S) *34,398	*.12	...	(I) (AP) (J) (5¢, $3) (96-15)	Grit Pub. Co. Geo. R. Lamade, Pres.	Frederic E. Manson Howard R. Davis	Jas. M. Shean Wm. J. Kehoe (sp)	George R. Lamade Howard J. Lamade (bm) Geo. W. Stabler (cm)	Chas. D. Lamade	L. V. Mincemoyer H. J. W. Kiessling (j)
		**592,508	**$1.80							
				(Note: *Williamsport Edition; **National Edition. ABC for period 6 months ending June 30, 1939.)						
YORK	Dispatch									
55,254	(e) 22,853	.07	...	(I-R) (AP) (J) (2¢, 10¢w, 45¢m, $1) (106)	Dispatch Pub. Co. John F. Young, Pres.	E. B. Williamson	James W. Shettel Myles L. Loucks (sp)	H. W. Young Howard F. Eyster (bm) H. E. Eisenhart (cm)	Ralph M. Stagemyer H. F. Eyster (n) John G. Enders (cl)	D. P. Young C. T. Fulton (j)
	Gazette & Daily									
	(m) 22,272	.08	...	(I-D) (AP) (J) (2¢) (62)	Gazette Co. Allan C. Wiest, Pres.	J. W. Gitt Bernard Eisemer	Chas. H. Wolf Luther Kohr (sp)	J. W. Gitt F. E. Kain (cm)	Gilbert A. Deitz D. H. Glatfelter	Harry Morris G. Thomas (j)

RHODE ISLAND

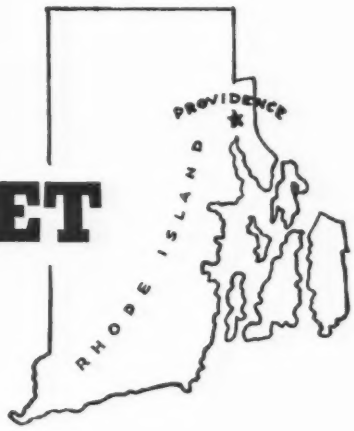
City Population	Name of Newspaper, Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
NEWPORT	Herald									
27,612	(m) 3,302	.025	...	(I) (AP) (2¢, 12¢w, 50¢m, $1.50) (2)	Newport Herald Corp. W. D. Hazard, Pres.-Pub.	W. D. Hazard	Geo. Donnelly (sp)	W. D. Hazard	Edw. Perry	S. J. Buckley
	News									
	(e) 6,769	.04	.026	(I) (AP) (†) (3¢, 18¢w, 75¢m, $2.25) (81)	E. A. Sherman Pub. Co. Hazel P. Sherman, Pres.	George Burdick James G. Edward	Emil E. Jemail E. A. Sherman, Jr. (sp)	George Burdick Francis I. Greene (bm) Hugh J. McGowan (cm)	Carl O. Gustafson Francis I. Greene (n)	.....
PAWTUCKET	Times									
77,149 103,047 (ABC City)	(e) 31,813	.10	.08	(I-R) (AP, UP) (†) (2¢, $1.40) (51)	Times Pub. Co. Edw. B. Aldrich, Pres. Stanley T. Black, Pub.	Daniel J. Lawlor John Monaghan	Frank W. Healey Carl Hanks (sp)	Stanley T. Black Daniel E. Byron (cm)	I. R. VanAuxmen Philip L. Holt (cl)	Karl G. Engel
PROVIDENCE	Journal									
252,981 346,348 (ABC City)	(m) 37,040	.12	...	(I) (AP, UP, INS, DI, NANA) (ROP-3) (*S) (†) (42-9)	Providence Journal Co. Stephen O. Metcalf, Pres. Allison Stone, Pub.	Sevellon Brown Geo. W. Carpenter (me-m) David Patten (me-e)	Harold A. Kirby (m) Caleb Burbank (e) John R. Hess (sp) Hasen Conklin (Su)	Thos. F. Farrelly (bm-cm)	Franklin B. Hurd (adv-dir) A. L. Poorman (n) Jas. A. Doherty (cl)	Frank P. Shaw
	Bulletin									
	(e) 108,444	.25	...							
	Combined daily									
	(me) 145,484	.32	...							
	Journal									
	(S) 111,144	.25	...							
WESTERLY	Sun									
10,997 16,344 (ABC City)	(e) 4,743	.04	.04	(R) (AP) (†) (J) (3¢, 18¢w, $2.25) (14)	Utter Co.	George B. Utter	A. Soloveitsik (sp)	G. B. Utter	Wilfred B. Utter	L. R. Greene
	Sunday edition									
	(S) 4,763	.04	.04							
WEST WARWICK	Pawtuxet Valley Times									
17,696	(e) 4,049	.03	.03	(I) (INS) (†) (J) (2¢, 14¢w, $1.40) (40)	Pawtuxet Valley Daily Times, Inc. Irving P. Hudson, Pres.-Pub.	Irving P. Hudson	Wilton P. Hudson	Irving P. Hudson Daniel T. Burns (bm)	Jos. E. Gilman Daniel T. Burns (cl)	E. P. mg t
WOONSOCKET	Call									
49,376	(e) 16,888	.06	.05	(I) (AP) (†) (3¢, 18¢w, 75¢m, $2.16⅔ City, $2 Country) (14	Evening Call Pub. Co. Charles W. Palmer, Pres. Samuel E. Hudson, Pub.	Samuel E. Hudson Arthur H. Crowell	Paul L. Smith Arthur H. Crowell (sp)	Charles W. Palmer Buell W. Hudson (bm) Morris Shorr (cm)	Buell W. Hudson Nellie I. Staples (cl)	A. P. Palmer

SOUTH CAROLINA

City Population	Name of Newspaper, Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ANDERSON	Independent-Tribune									
14,383 22,383 (ABC City)	(m) 6,424	...	...	(I) (AP) (†) (5¢, 20¢w-m, 15¢w-e) (65)	Independent Pub. Co. Wilton E. Hall, Pres.-Pub.	L. S. Hembree (m) J. B. Hall (e) S. A. Hall (me-m) Claude Canup (me-e)	T. F. Acker (m) Frank Dickson (e) "Red" Canup (sp) T. F. Acker (Su)	Wilton E. Hall J. D. McCoy (prod-mgr) T. D. Hall, Jr. (cm)	J. J. Findley Lee Rickard (n) J. D. McCoy (cl)	Paul Murphy
	Mail									
	(e) 4,205	...	...							
	Combined daily									
	(me) 10,629	.07	...							
	Independent-Tribune									
	(S) 6,086	.07	...							
CHARLESTON	News & Courier									
62,265	(m) 23,886	...	...	(I-D) (AP, UP, INS) (†) (5¢d, 10¢S, 15¢we, 20¢wm, 65¢me, 85¢mm, $2m-e, $6S) (15)	News & Courier Co. Eve. Post Pub. Co. R. S. Manigault, Pres.-Pub.	W. W. Ball (m) F. Emerson (e) T. P. Lesesne (me-m) E. Manigault (me)	T. R. Waring (m) M. J. Rubin (e) R. M. Hitt (sp-m) J. E. Harper & N. J. Sams (sp-e)	H. T. McGee (bm) C. B. Williams (cm)	R. E. Bradham	H. M. Duke
	Post									
	(e) 15,785	...	...							
	Combined daily									
	(me) 39,471	.12	...							
	News & Courier									
	(S) 27,300	.13	...							

(Continued on page 88)

YOU CAN'T MISS *in the* PROVIDENCE MARKET



America's most
URBAN COMPACT
state: with living standards to match

Fifth Highest
BUYING POWER
per Family among all states

Per capita
RETAIL SALES
19% above national average

Sales supported by
STABLE INCOME
from diversification of industries

Journal-Bulletin
HOME COVERAGE
blankets the City; 3 out of 4 in state

And
ONE CENT
per family buys a
4000-LINE
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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
COLUMBIA 51,581 71,704 (ABC City)	Record (e) 30,128	.09	...	(D) (AP) (†) (ROP-2) (5¢, 15¢w) (65)	Record Pub. Co. Geo. A. Buchanan, Jr., Pres.-Pub.	G. A. Buchanan, Jr. Caldwell Withers	Caldwell Withers Banjo Smith (sp)	Alfred B. Owings, Jr. (cm)	N. E. Brown	E. R. Britton
	State (m) 36,412 Sunday edition (S) 37,076	.11 .11	... ...	(I-D) (AP) (†) (ROP-1) (J) (5¢d, 10¢S, 20¢w) (13)	State Co. William Elliott, Pres.-Pub.	McDavid Horton S. L. Latimer, Jr.	J. A. Montgomery, Jr. A. B. Fennell (sp) McDavid Horton (Su)	J. M. Blalock J. C. McWaters (cm)	O. O. Rollins (loc) Wm. P. Etchison (n) C. A. Montgomery (cl)	W. D. Crenshaw R. H. Hamrick (j)
FLORENCE 14,774	News (m) 4,557 Sunday edition (S) 4,557	.04 .04	... ...	(D) (AP) (†) (J) (72)	Florence Ptg. Co. J. B. Parnell, Pres. J. M. O'Dowd, Pub.	M. C. Brunson	J. A. Zeigler James McGowan (sp)	J. M. O'Dowd C. T. Carter (cm)	E. Dargen McKnight Herbert Dudley (cl)	Earnest Anderson W. A. Mathews (j)
	Star (e) *(new daily)	.04	...	(5¢) (14)	Melvin Purvis, Pub.	John A. Zeigler		Melvin Purvis (bm) W. B. Zeigler (cm)	John A. Zeigler (n)	Sam Smith
*(First issued August 3, 1939.)										
GREENVILLE 29,154	News (m) 37,416 Piedmont (e) 16,048 Combined daily (me) 53,462 News (S) 36,888	... ... .14 .14	... ...	(I-D) (AP, UP, INS) (†) (ROP-1) (5¢) (14)	News-Piedmont Co. Roger C. Peace Pres.-Pub.	R. C. Peace (m) J. W. Chapman (e) E. N. Smith (me-m) A. T. McCain (me-e)	W. F. Gaines (ce-m) Geo. Chaplin (ce-e) J. C. Latimer (sp-m) J. W. Thompson (sp-e)	Charlie Peace A. F. Ballentine (cm)	D. P. Self A. Hill (n) W. H. Clews (cl)	T. P. Cantwell
GREENWOOD 11,020	Index-Journal (e) 4,103 Sunday edition (S) 4,103	.03 .03	.03 .03	(D) (AP) (†) (J) (5¢, 20¢w, 75¢m) (14)	Index-Journal Co. H. L. Watson, Pres.	H. L. Watson E. P. Wideman	J. E. Chaffin (sp)	Arthur Lee R. Frank Mundy (cm)	W. W. Wilson W. H. Davis (cl)	W. A. Culbertson C. P. Seymour (j)
ORANGEBURG 8,776	Times & Democrat (m) 4,752	.035	.035	(D) (AP) (5¢, 10¢w, 40¢m) (25)	Sims Pub. Co. J. I. Sims, Pres.-Pub.	H. S. Sims J. L. Sims	C. C. Perry Ed. Sims (sp)	J. I. Sims Marion Dantzler (cm)	J. D. Parker J. I. Sims (n) S. W. Cantwell (cl)	Welburn Rast
ROCK HILL 11,322	Herald (e) 4,059	.035	...	(I-D) (AP) (†) (5¢, 15¢w, 65¢m) (25)	Herald Pub. Co. A. W. Huckle, Pres.	A. W. Huckle				
SPARTANBURG 28,734 43,000 (ABC City)	Herald (m) 15,176 Journal (e) 6,811 Combined daily (me) 21,987 Herald-Journal (S) 20,853 Evening & Sunday (eS)	... ... .09 .10 ...	... ... .07 .07 ...	(D) (AP) (†) (5¢) (20¢w, 85¢m, $2) (65)	Herald-Journal Co. S. S. Wallace, Jr., Pub.-Pres.	J. F. Crook (m) P. H. Fike (e) Don L. West (me-m) T. A. Smith (me-e)	Don L. West (ce-m) T. A. Smith (ce-e) Leroy Simerly (sp-m) Arthur Gurley (sp-e)	S. S. Wallace, Jr. Max Bridges (bm) J. L. Pool (cm)	C. E. Godfrey Guy Vaughan, Jr. (n) Beulah Robeson (cl)	C. E. Webber
SUMTER 11,780	Item (e) 4,323	.03	...	(I-D) (AP) (J) (5¢, 15¢w, 60¢m, $3) (63)	Osteen Pub. Co., Inc. H. G. Osteen, Pres.-Pub.	H. G. Osteen H. D. Osteen	H. D. Osteen J. E. McKnight (sp)	H. G. Osteen H. D. Osteen (bm) R. M. Dollard (cm)	H. D. Osteen R. W. Beaty (n)	A. J. Andrews (j)
UNION 7,419	Times (e) 3,273	.03	...	(D)(AP)(5¢, 15¢w, 60cm) (39)	Union Times Co., Inc. Lewis M. Rice, Pres.-Pub.	Lewis M. Rice Bill Feaster	Bill Feaster (sp)	Walker Carver (cm)	Bill Feaster	F. Rodelsperger

SOUTH DAKOTA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABERDEEN 16,465	American (m) 8,121 News (e) 4,894 Combined daily (me) 13,015 American-News (S) 12,597	... ... .07 .07	... ...	(I) (AP) (†) (5¢, 20¢w, $2.20) (108)	Aberdeen News Co. Henry J. Schmitt, Pres.-Pub.	John A. Bailey	Larry Desautels (sp)	Henry J. Schmitt F. W. Phelps (cm)	Fred C. Stoliner	L. L. Kester
BELLE FOURCHE 2,032	Post (m)	.025	...	(2¢) (25)	Lawrence Weyler	Victor Dooty (news ed)		Lawrence Weyler (cm)	Faye Wright (n)	
DEADWOOD 2,559	Pioneer-Times (m) 1,425 Sunday edition (S) 1,425	.03 .03	... ...	(R) (AP) (J) (†) (5¢) (90)	Morford Bros.	Leland V. Morford	Wm. Moorehead	Leland V. Morford Earl B. Morford (bm)		Wm. Grieb
HOT SPRINGS 2,908	Star (e) 2,085	.03	.025	(I) (AP) (J) (5¢, 10¢w) (none)	Star Pub. Co. C. J. Twomey, Pres.-Pub.	C. J. Twomey	E. Pringle		L. Wilcox (n)	Harold Johnson Emory DeWolf (j)
HURON 10,946 12,123 (City Zone)	Huronite (e) 8,023	.06	...	(I) (AP) (†) (J) (5¢) (54-92a)	Huron Ptg. Co. Robert D. Lusk, Pres.-Pub.	Emil Frost	Wm. Plummer John Bangerter (sp)	Robert D. Lusk A. G. Feiok (cm)	W. H. Chase John Beatty (cl)	W. J. Bachman
LEAD 5,733	Call (e) 1,507	.028	.028	(R) (AP) (†) (J) (5¢, 60¢m, $2) (25)	Call Pub. Co. J. A. Stanley, Pres.	J. A. Stanley	H. M. Blickholm	G. L. Beers (bm) W. Stanley (cm)	G. L. Beers	H. B. Miller
MADISON 4,389	Leader (e) 3,112	.035	...	(R) (UP) (J) (5¢) (69)	J. F. Stahl	J. F. Stahl			M. F. Mease	
MITCHELL 10,942	Republic (e) 10,467	.07	...	(I) (AP) (†) (J) (5¢,20¢w, $2) (54)	Mitchell Pub. Co. W. R. Ronald, Pres.-Pub.	W. R. Ronald M. B. Ronald	E. M. Brady Paul Evans (sp)	W. R. Ronald L. H. Raber (bm) M. Paullin (cm)	W. T. Wilt Pearl Lobeiger (cl)	C. P. Hartwick
PIERRE 3,659	Capital Journal (e) 1,988	.025	...	(I) (AP) (†) (J) (5¢, 15¢w, 55¢m) (122)	Hipple Ptg. Co.	J. B. Hipple	J. B. Hipple	R. B. Hipple (bm) E. A. Taylor (cm)	J. M. Porter	W. C. Allen
	Dakotan (e) 860	.021	...	(R) (UP) (J) (5¢) (25)		T. R. Roberts, Jr. G. M. Roberts (asso. ed)		G. M. Roberts		C. H. Williams
RAPID CITY 10,440 12,340 (1935 Est.)	Journal (e) 10,541	.07	.07	(I-R) (AP) (†) (ROP-1) (5¢, 15¢w, $2) (72)	Journal Pub. Co. R. W. Hitchcock,	Phil Potter	Redford Dibble Don McDowell (sp)	E. H. Lighter Al Conner (cm)	M. O. Wasser E. H. Lighter (n) Chas. Endres (cl)	Joe Cauley
REDFIELD 2,564	Journal-Observer (e) 3,781	.03	...	(R) (UP) (†) (J) (2¢)(69)	Journal-Observer Co. C. L. Bates, Pres.-Pub.	Carmen L. Bates Chas. W. Gardner, Jr.	Louise Schwichtenberg Lyman Bates (sp)	C. L. Bates H. Petersmeyer (bm) David J. Bates (cm)	D. T. Bates Betty Bates (cl)	C. B. Spicher
SIOUX FALLS 33,362	Argus-Leader (e) 41,084 Sunday edition (S) 16,081	.13 .07	.075 .05	(I) (AP) (†) (3¢, 20¢w, 75¢m, $1.50) (51)	Argus-Leader Co. C. M. Day, Pres.-Pub.	Fred C. Christopherson (me)	T. L. Ramsey (ce-Su) James Ashley (sp)	E. J. Kahler Jack Lambert	D. T. Kieffer (loc.) E. J. Kahler (n) L. A. Amundson (cl)	
WATERTOWN 10,214	Public Opinion (e) 6,060	.05	...	(I) (AP) (†) (J) (5¢) (54-92a)	Public Opinion Co. S. X. Way, Pres.	P. J. Albrook	F. W. Emerson	J. F. Bacon F. R. Campbell (cm)	K. B. Way J. F. Bacon (n) O. Sigurdson (cl)	A. R. English
YANKTON 6,072	Press & Dakotan (e) 4,002	.04	.04	(I-R) (AP) (†) (5¢, 15¢w, 60¢m) (92a)	Yankton Ptg. Co. W. C. Lusk, Pres. Fred H. Monfore, Pub.	Fred H. Monfore	Ida M. Rees Richard Sherman (sp)	E. Petersen	Carl Pearson	Ole Gunderson

TENNESSEE

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ATHENS 5,385 7,500 (1938 est.)	Post-Athenian (e) 2,300	.03	...	(I) (UP) (†) (J) (3¢, 12¢w) (none)	Kenneth J. McKean,	Kenneth J. McKean Parke Poindexter	Parke Poindexter	Elizabeth Browder (cm)	J. Neal Lusminger	Rufus Wan Kan Miss Willie Marr (j)
CHATTANOOGA 119,798 131,000 (ABC City)	Free Press (e) 27,833 Sunday edition (S) 26,350 Times (m) 46,013 Sunday edition (S) 41,249	.12 .12 .12 .11	... ... .10 .11	(I) (UP, INS) (3¢, 10¢S) (72) (I) (AP) (†) (ROP-4) (134)	Free Press Ptg. Co. Roy McDonald, Pres. Times Ptg. Co. Col. Julius Ochs Adler, Pres.-Pub.	W. G. Foster Julian LaRose Harris (exec-ed) James E. Jarvis (me)	E. T. Bales (sp) Edw. Sussdorff Wirt Gammon (sp) Albert E. Carter (Su)	Everett Allen E. A. Mealor (cm) Adolph Shelby Ochs Robt. J. Sudderth (dir-cir)	Everett Allen Carl Anderson (cl) C. C. Bower (adv-dir) B. A. Seessel (n) Felix Bryan (cl)	E. Y. McKenzie J. H. Street

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CLARKSVILLE 9,242	Leaf-Chronicle (e) 3,092	.035	...	(I-D) (AP) (†) (J) (ROP-1) (5¢) (83)	Leaf-Chronicle Co. M. S. Foster, Pres.	F. Goodlett Stanley Gower	Stanley Gower	F. Goodlett (bm) Chas. Jones (cm)	Mrs. D. H. Woodward (n)	
	Star (e) 3,155	.035	...	(UP) (5¢) (25)	W. W. Barksdale, Jr., Pub.			A. Powers (cm)		
CLEVELAND 9,136	Banner (e) 3,482	.03	...	(I-D) (UP) (†) (J) (5¢) (40)	Will L. Rodgers	Will L. Rodgers		W. H. Rodgers (bm)		
COLUMBIA 7,882	Herald (e) 2,950	.032	032	(I-D) (INS) (†) (J) (5¢, 15¢w, 60¢m) (none)	Herald Co., Inc. W. D. Hastings, Pres.-Pub.	J. W. Finney	J. W. Finney	W. D. Hastings W. B. Notgrass (cm)	H. M. Maxwell W. D. Hastings (n)	F. E. West Frank West, Jr. (j)
DYERSBURG 8,733	State Gazette (e) 3,076	.03	.03	(I-D) (AP) (†) (J) (5¢) (83)	State Gazette Pub. Co H. A. Nelson, Pres. J. C. Rogers, Pub.	J. C. Rogers & H. A. Nelson	R. M. D. Bruce	J. C. Rogers H. B. Watkins, Jr. (cm)	A. LeRoy Ward Thekla Smith (cl)	H. A. Nelson
ELIZABETHTON 8,093	Star (e) 3,800	.03	...	(I) (AP) (3¢d, 5¢S, 15¢w, 65¢m, $2d., $3S) (82)	Elizabethton Star, Inc. Stanley F. Brading, Pres.	Mrs. S. F. Brading	Mrs. S. F. Brading	W. C. Surber S. F. Brading (bm) Joel Pinckard (cl)	W. C. Surber	H. N. Brading
	Sunday News (S) 3,800	.03	...							
GREENEVILLE 5,544	Sun (e) 3,497	.035	.035	(I) (AP) (†) (3¢, 15¢w, 60¢m, $1.50) (none)	E. O. Susong	W. H. O'Keefe M. A. Susong	Ruth Keller James Shelton (sp)	M. A. Susong (bm) Evelyn Cannon (cm)	I. H. Smith (n)	W. A. Kennon
JACKSON 22,172	Sun (e) 8,429	.05	...	(I) (AP) (†) (ROP-2) (5¢, 15¢w, 60¢m, $1d, $2S) (13)	Sun Pub. Co. C. E. Pigford, Pres. Albert A. Stone, pub.	Harris Brown	Guy Windrom Lydel Sims (sp) Arthur Johnsey (Su)	Albert A. Stone (v.p.-gm) Aaron B. Robinson (cm)	A. Lacy Price H. L. Connally (cl)	P. W. Rushing
	Sunday edition (S) 10,321	.05	...							
JOHNSON CITY 25,080	Chronicle (m) 3,781	...	...	(I-D) (AP) (†) (ROP-1) (5¢, 18¢w) (65)	Press, Inc. Carl L. Jones, Sr., Pres. Carl A. Jones, Jr., Pub.	W. L. Hicklin (e) Don P. Chalfee (m)	Irish Donnelly (m) Geo. Kelly (e) Kyle Vance (sp) W. Lyles Hicklin (Su)	Marion Hale (cm)	J. P. Hart C. A. Jones, Jr. (n) Wm. Clark (cl)	P. Lane
	Press (e) 9,748	...	...							
	Combined daily (me) 13,489	.07	.06							
	Press-Chronicle (S) 14,959	.07	.06							
KINGSPORT 11,914	Times (e) 6,841x	.045	.045	(I) (AP) (†) (3¢d, 5¢S, 15¢w, $1.50d, $3S) (15)	Kingsport Pub. Co., Inc. C. P. Edwards, Jr., Pres.-Publ.	W. J. McAuliffe Frank Rule (me)	Frank Rule (ce-Su) John Bloomer (sp)	W. J. McAuliffe Gaines A. Adams (cm)	W. S. Waddell W. J. McAuliffe (n) Jessica Munsey (cl)	C. T. Hamlet
	Sunday edition (S) 7,535x	.045	.045							
KNOXVILLE 105,802 116,682 (ABC City)	Journal (m) 50,495	.12	.09	(R) (AP) (†) (ROP-2) (5¢, 10¢S, 25¢w) (72)	Knoxville Pub. Co. Roy N. Lotspeich, Pres.-Pub.	Guy L. Smith Wm. P. Lindley (news)	Steve Humphries Tom T. Anderson (sp) Sam Atkins (Su)	Henry C. Page W. S. Burnett (cm)	F. W. Watson H. J. Morehead (n) A. K. Kupfer (cl)	
	Sunday edition (S) 59,844	.12	.09							
	News-Sentinel (e) 53,842	.12	...	(I) (AP, UP) (†) (ROP-3) (5¢, 10¢S, 25¢w, (111)	News-Sentinel Co. M. G. Chambers, Pres. Scripps-Howard Newspapers, Pub.	George Carmack Loye W. Miller	John Z. Howard Bob Wilson (sp) Joe Levitt (Su)	M. G. Chambers C. W. Bevinger (cm)	J. C. Howard Geo. J. Briggs (n) Allen J. Ware (cl)	
	Sunday edition (S) 71,076	.14	...							
MEMPHIS 253,143	Commercial Appeal (m) 117,212	.25	.13	(I-D) (AP, UP, INS) (*S) (†) (ROP-3) (J) (5¢d, 10¢S, 15¢wd, 25¢wd&S, $3d, $7S) (111)	Memphis Pub. Co. John H. Sorrells, Pres	Frank Ahlgren (exec-ed) Jack Lockhart (me)	W. E. Breese Walter Stewart (sp) Sam Kahn (Su)	Enoch Brown, Jr. F. Goldschmid (cm)	Ples R. Pettit W. O. Sturdivant (n) W. K. Fontaine (cl)	R. J. Richardson H. G. Fleet (j)
	Sunday edition (S) 140,726	.30	.16							
	Press-Scimitar (e) 88,896	.20	.125	(I) (AP, UP, SHNA) (†) (ROP-1) (5¢, 15¢w, 65¢m) (111)	Memphis Press-Scimitar Co. L. E. Herman, Pres.	Edw. J. Meeman Ewing Johnson	Null Adams George Bugbee (sp)	L. E. Herman (bm) W. E. White (cm)	Ples. R. Pettit P. D. Martineau (n) J. W. Brown (cl)	
MORRISTOWN 7,395	Gazette & Mail (e)	.032	...	(I) (J) (none)		J. E. Helm		J. E. Helm, Jr. (bm) F. Williams (cm)	J. E. Helm, Jr.	
MURFREESBORO 7,993	News-Journal (e) 3,517	.035	.035	(I-D) (AP) (†) (J) (5¢, 15¢w, 65¢m, $3) (83)	Daily News-Journal, Inc. A. L. Todd, Sr., Pres.-Pub.	Dixon Merritt	Mary B. Fox Geo. Parrish (sp)	V. R. Barrickman (bm) Joe V. Chapman (cm)	V. R. Barrickman Ruth Bell (cl)	A. B. Bell S. Putnam (j)
NASHVILLE 153,866	Banner (e) 63,528	...	...	(I) (AP, UP, INS) (†) (ROP-2) (5¢, 20¢w, 90¢m, $3) (13)	Nashville Banner Pub. Co. James G. Stahlman, Pres.-Pub.	George H. Armistead (exec-ed) Charles Moss	Rousseau Duncan Fred Russell (sp)			
	Tennessean (m) 63,494	...	...	(D) (AP, UP) (†) (ROP-2) (5¢, 25¢w, $1.10m, $3d, $7S) (13)	Tennessean Newspapers, Inc. Silliman Evans, Pres.-Pub.	Coleman Harwell (exec-ed) A. V. Goodpasture	Joe Hatcher Raymond Johnson (sp) Wm. Kingsbury (Su)			
	Sunday edition (S) 103,872	.25	...							
	Combined daily (me) 127,022	.27	...							
	The Nashville Tennessean and the Banner are corporately and editorially separate, but operate under a joint agreement through a third corporation known as the Newspaper Printing Corporation, the personnel of which follows: Newspaper Printing Corporation, Agent, Banner and Tennessean. James G. Stahlman, chairman of the board; Silliman Evans, president; Frank C. Stahlman, vice-president; Ward C. Mayborn, vice-president and general manager; E. B. Stahlman, Jr., vice-president and asst. general manager; E. P. Charlet, secy-treasurer; J. T. Griscom, advertising director; James H. Armistead, advertising manager; Philip Breen, national advertising manager; Maxey Hewitt, classified advertising manager and Walter Seigenthaler, circulation manager.									
	Times (e)	.09	.04	(I) (TR) (†) (J) (3¢, 10¢w, 45¢m, $1.50) (72)	Nashville Times, Inc. James H. Sachs, Pres.-Pub.	James H. Sachs Brown Turner	W. W. Pique H. Griffith (sp)	R. B. Moseley (bm) W. O. Stratton (cm)	L. C. Sweatt (n) Lois Green (cl)	W. C. Taylor H. C. Buckner (j)
	Sunday edition (S)	.09	.04							
PARIS 8,164	Post-Intelligencer (e) 2,114	.03	...	(D) (AP) (†) (J) (5¢) (83)	W. Percy Williams	W. Percy Williams	W. Bryant Williams	W. Percy Williams Corrine Diggs (cm)	Mary Lois Kemp Wallace Witmer (n)	Paul Hert
UNION CITY 5,865	Messenger (e) 2,715	.03	.025	(D) (AP) (†) (J) (3¢, 10¢w, 35¢m) (83)	C. B. Dement	C. B. Dement	Chas. Fontenay J. T. Massey (sp)	C. B. Dement J. L. Glover (bm)	W. D. Burdine C. B. Dement (n) W. D. Burdine (cl)	Bruce Bucy H. E. Bucy (j)

TEXAS

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABILENE 23,175	Reporter-News (m) 11,003	...	...	(I-D) (AP, UP) (†) (ROP-2) (5¢, 15¢wm, 17¢we, 27¢w m-e, 75¢m, 75¢e, $1.50 m-e, $2S) (121)	Reporter Pub. Co. M. B. Hanks, Pres.-Pub. Howard McMahon, Asst.-Pub.	Frank Grimes W. Bedichek	Bruce M. Francis Hal Sayles (sp)	M. B. Hanks Manly Hanks (bm) F. J. Pruitt (cm)	A. C. Dorsett Howard McMahon Herbert Trantham (cl)	M. T. Scott
	Reporter-News (e) 10,199	...	...							
	Combined daily (me) 21,202	.08	.08							
	Reporter-News (S) 16,637	.08	.08							
AMARILLO 43,132	Globe (e) 10,377	...	...	(I-D) (AP, UP) (†) (5¢, 25¢w, $1m, $3) (121)	Globe-News Pub. Co., Inc. Gene A. Howe, Pres.-Pub. John L. McCarty, Asso. Pub.	John L. McCarty G. B. Ray (me-e) Vance Johnson (me-m)	Jerry Malin (sp) G. B. Ray (Su)	G. W. Camp (bm) C. F. Underwood (cm)	Hugh R. Norman Ridgeway Zelley (cl)	Roy Cline
	News (m) 20,509	...	...							
	Combined daily (me) 30,886	.15	.09							
	News-Globe (S) 26,443	.15	.09							
	Times (e) 6,687	.06	.025	(I-D) (INS) (†) (3¢, 10¢w, 40¢m, $1) (72)	Times Pub. Co., Inc. W. Glynn Morris, Pres. W. Glynn Morris and S. B. Whittenburg, Pubs.	Larry L. Sisk Howard Arnberg	Geo. Hay Bill Tanner	S. B. Whittenburg H. F. Lemmon (bm)	J. W. Stalsworth Leslie Jones (n) Don Blair (cl)	Don Hamilton
ATHENS 4,246	Review (e) 1,035	.021	.018	(D) (†) (J) (5¢, 50¢m) (none)	Athens Review Ptg. Co. R. T. Craig & A. M. Barnes	R. T. Craig		A. M. Barnes (bm) Myrtle Hable (cm)	A. M. Barnes	J. H. Lusk
AUSTIN 53,120	American (m) 17,256	...	...	(D) (AP, UP, INS) (†) (ROP-4) (5¢, 31¢w m-e-S, ($1.20m) (18)	American Pub. Co. C. E. Marsh, Pres.	Chas. E. March Chas. E. Green	Gordon Fulcher (m-Su) Buck Hood (e) Weldon Hart (sp-e) Wilbur Evans (sp-m-Su)	Louis N. Goldberg (bm) C. C. Moore (cm)	Geo. T. Atkins A. A. Oxford (cl)	W. F. Thompson
	Statesman (e) 16,538	...	...							
	Combined daily (me) 33,794	.14	..							
	American-Statesman (S) 30,677	.14	..							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AUSTIN Con't.	Tribune									
	(e) *9,689	.06	...	(121)	J. W. West, Pres.-Pub.	Edmund Travis	Stanley Gunn	J. H. Payne (bm)	Leon J. Wilson (ad dir)	W. H. McAnally
	Sunday edition					Paul C. Yates	John E. Babcock (Su)	F. S. Nelson (cm)	G. V. Bain (n)	
	(S) *10,240	.06	...						F. Graham (cl)	
	(* Note: Circulation covers period from Oct. 1 to Nov. 1, 1939)									
BAY CITY 4,070	Tribune									
	(e) 1,220	.02	...	(D) (UP) (25)	Tribune Ptg. Co.					
BEAUMONT 57,732	Enterprise									
	(m) 27,614	...	...	(D) (AP, UP, INS) (†) (ROP-1) (5¢d, 10¢S, 23¢w m or e & S, 32¢w, m-e-S) 90¢m m or e & S, $1.25 m-m-e-S, $1.40-$2.04, $1.37½-$1.75) (13)	Enterprise Co. Mrs. J. L. Mapes, Pres. E. C. Davis (V. P.)	Alfred Jones (ed. in ch.) R. W. Akers (me-m) W. W. Ward (me-e)	R. W. Akers (m) W. W. Ward (e) G. V. Burke (sp-m) Bill Scurlock (sp-e)	E. C. Davis (bm) L. E. Gillett (cm)	L. C. Lau Mary A. Petru (cl)	J. M. Lighett (comp)
	Journal									
	(e) 18,288	...	...							
	Combined daily									
	(me) 45,902	.15	...							
	Enterprise									
	(S) 36,647	.13	...							
BIG SPRING 13,735	Herald									
	(e) 4,267	.035	.02	(I-D) (AP) (†) (5¢, 16¢w, 65¢m) (121)	Big Spring Herald, Inc. Joe Galbraith, Pres.-Pub.	Robert W. Whipkey	Joe Pickle Hank Hart (sp)	Joe Galbraith Marvin K. House (bm) R. C. Hargrove (cm)	P. R. Runnels Marvin K. House (n) Mrs. K. Day (cl)	G. Glenn
	Sunday edition									
	(S) 4,267	.035	.02							
BONHAM 5,655 6,500 (1938 est.)	Favorite									
	(e) 1,924	.025	...	(D) (UP) (†) (J) (5¢) (121)	W. E. Reid and Frank Svoboda	Katheryn Pate		Frank Svoboda (bm)	Jack Scott Frank Svoboda (n)	C. G. Holcomb Richard Higgins (j)
BORGER 6,532	Herald									
	(e) 5,017	.04	...	(I) (AP) (†) (J) (5¢) (121)	Panhandle Pub. Co. Inc. D. M. Warren, Pres.	J. C. Phillips	Dale Johnson	J. C. Phillips Joe W. Brown (cm)	J. W. Worthington Wayne Lanham (n) Wade Pressnell (cl)	C. Hermann W. Jolly (j)
	Sunday edition									
	(S) 5,017	.04	...							
BRECKENRIDGE 7,569	American									
	(e) 3,504	.04	.04	(I) (UP) (J) (3¢d, 5¢S, 12¢w, $1.50d, $2.50S) (121)	Walter Murray, Pub.	C. M. Hall	Burns Bennett (sp)	W. A. Hotmann, Jr. (bm) E. M. Jenkins (cm)	W. A. Hotmann, Jr.	Hilmer Swenson N. M. Saunders (j)
	Sunday edition									
	(S) 3,504	.04	.04							
BRENHAM 5,974	Banner-Press									
	(e) 3,237	.03	...	(I) (UP) (J) (5¢, 60¢m) (121)	Banner Pub. Co. Tom S. Whitehead, Pres.	Ruby Robertson	Red Buelhrer (sp)		Red Buehrer	Jas. Byrd
BROWNSVILLE 22,021	Herald									
	(e) 7,046x	.07	.05	(I-D) (AP) (†) (ROP-1) (5¢, 18¢w, 75¢m. $1.66⅔) (18)	Herald Pub. Co. J. M. Stein, Pres.-Pub.	J. M. Stein Hal Eustace		J. M. Stein F. E. Bulloch (cm)	C. A. Reil J. E. Cronenwet (n)	
	Sunday edition									
	(S)	.12	.12							
	(*Note: Sunday sold in combination with Sunday issues of Harlingen Star and McAllen Monitor.)									
	News									
	(m) 1,260	.04	...	(D) (UP) (J) (5¢) (63)	News Pub. Co. Douglas S. Perkins, Pres.	Douglas S. Perkins	D. S. Perkins	D. S. Perkins Jack Ellington (cm)	Jack Ellington	R. Martinez (j)
BROWNWOOD 12,798	Bulletin									
	(e) 4,380	.035	.035	(D) (UP) (†) (5¢, 15¢w, 65¢m, $2) (87-3)	Mr. & Mrs. J. S. McBeath	Ernest Jones J. S. McBeath	Mack Boswell (sp)	J. S. McBeath Alex McBroom (cm)	Tom Fowden Mrs. J. S. McBeath (n) Alex McBroom (cl)	A. L. Carlock
BRYAN 10,394	Eagle									
	(e) 2,057	.025	...	(D) (AP) (†) (J) (5¢, 12½¢w, 50¢m) (121)	Eagle Ptg. Co. Mrs. L. J. Rountree, Pres.	Mrs. Lee J. Rountree	James A. Whaley J. S. Smith (sp)	Mrs. Lee J. Rountree R. A. Booth (cm)	P. A. Tardy	Wm. Vanderworth
CENTER 2,510	News									
	(e)	.025	..	(D) (UP) (J) (121)	News-Champion Pubs.	C. H. Page		A. L. Pinkston Mrs. A. L. Pinkston (bm)	G. W. Spaulding	
CHILDRESS 7,163	Index									
	(e) 4,556	.035	.035	(I) (UP) (†) (J) (5¢, 15¢w, 65¢m, $3) (121)	Childress Index, Inc. Morris Higley, Pres.-Pub.	Morris Higley Doyle Vinson	Jim Vinson (sp)	Morris Higley Arche Collins (cm)	Neil Vanzant Nova Ferguson (cl)	Tom Wood Floyd Wattenbarger (j)
	Sunday edition									
	(S) 4,556	.035	.035							
CISCO 6,927	Press & News									
	(e) 3,816	.03	.03	(I-D) (AP) (†) (J) (5¢, 10¢w) (121)	Free Press Pub. Corp. Charles J. Kleiner, Pres. B. A. Butler, Pub.	B. A. Butler		Roy Tuggle (cm)	Stanley Webb	W. B. Brecheen
	Sunday edition									
	(S) 3,816	.03	.03							
CLEBURNE 11,530	Times-Review									
	(e) 5,860	.04	.04	(D) (UP) (†) (J) (5¢, 15¢w, 60¢m) (18)	C. C. Woodson, Pub.	Joe Ferguson		Wm. Rawland (bm) Murray Bratcher (cm)	Elmer Wright Wm. Rawland (n)	Fred Barbee
	Sunday edition									
	(S) 5,860	.04	.04							
COMMERCE 4,267	Journal									
	(e) 4,650	.035	.035	(I-D) (UP) (†) (J) (5¢, 15¢w, 50¢m, $2) (none)	Hart Ptg. Co.	Sterling Hart S. P. Hart	Jack Hickerson	S. P. Hart Staley McBrayer (cm)	John Hart Tillie Hart (cl)	Roy Clark L. A. Eckhart (j)
	Sunday edition									
	(S) 4,650	.035	.035							
CORPUS CHRISTI 27,741 55,000 (1938 est.)	Caller									
	(m) 12,840x	...	...	(I) (AP, UP, INS) (†) (5¢, 28¢w, m & e, $1.33m, $1.40e, $3S) (121)	Caller-Times Pub. Co. Conway C. Craig, Pres.-Pub.	Geo. Kunkel	Vic Cook (sp)	Harry McNeil (cm)	Gilbert Veters Conway Craig (n) Ted Chase (cl)	A. T. Blease
	Times									
	(e) 9,416x	...	...							
	Combined daily									
	(me) 22,256x	.10	.10							
	Caller-Times									
	(S) 16,262x	.10	.10							
	Chronicle									
	(e) 2,862	.045	.045	(D) (TR) (†) (5¢, 12¢w, 48¢m, $2.50) (87-3)	Voice Pub. Co. Gabe Garrett, Pres. E. E. Wilson, Pub.	Wm. J. Light	Wm. J. Light (ce-Su) Ralph Rucker (sp)	Gabe Garrett E. G. Feil (bm) Alfred Maile (cm)	Tom Wilson Frieda Smith (cm)	E. G. Feil
	Sunday edition									
	(S) 3,200	.045	.045							
CORSICANA 15,202 26,686 (City Zone)	Sun									
	(e) 5,190	.04	.04	(D) (AP) (†) (5¢, 70¢m. $2.50) (121)	Sun-Light Pub. Co. Wortham & Martin, Owners	L. A. Wortham	Sidney Story Paul Moore (sp)	Lowry Martin Fred DuBose (cm)	Boyce Martin Dave Levy (cl)	H. T. Robinson
	Semi-Weekly Light (Tu-Fri)									
	Combination	5,516	...	...						
	(E-SW)	10,706	.07	...						
CUERO 4,671	Record									
	(e) 1,596	.02	.02	(I-D) (INS) (†) (J) (5¢, 15¢w, 50¢m) (121)	Cuero Pub. Co., Inc. Mrs. J. C. Howerton, Pres. Jack W. Howerton, Pres.	Jack W. Howerton	Harry C. Putnam J. C. (Pete) Howerton	Mrs. J. W. Howerton (cm)	Mrs. Jack Howerton (cl)	H. L. Mueller
	Wednesday edition									
	(Wed) 2,866	.03	.03							
	Sunday edition									
	(S) 1,596	.02	.02							
DALHART 4,691	Texan									
	(e) 3,859	.03	...	(I) (†) (J) (5¢, 13¢w, $2) (121)	Dalhart Pub. Co., Inc. Ed. Bishop, Pres.-Pub.	Albert H. Law	Albert H. Law Ed. Bishop (sp)	Ed Bishop Mrs. Charles Mauldin	James Drake Mary Lee Wilkus (n) Mrs. Eugene Gibney (cl)	Bill Autry
DALLAS 260,475 325,000 (Greater Dallas)	Journal									
	(e) 63,060	.16	.07	(I) (UP) (†) (ROP-4) (3¢, 10¢w, 45¢m, $1.75) (51)	West Publishers, Inc. J. M. West, Pres. Clarence E. Linz, Pub.	Lewis W. Bailey F. Clarke Newlon	Jimmie Chambers L. D. (Red) Webster (sp)	W. E. Mitchell (bm) A. T. Lawson (cm)	Harry K. Truly B. H. Richardson (n) Sam Barnes (cl)	E. D. Pace (comp) G. W. Hoehn (press) B. C. Blackman (stero)
	News									
	(m) 101,891	.22	...	(I-D) (AP, UP) (*S) (†) (J) (ROP-3) (5¢, 10¢S) (134)	A. H. Belo Corp. G. B. Dealey, Pres.-Pub. E. M. (Ted) Dealey (V. P.)	Dr. J. J. Taylor Wm. B. Ruggles (assoc-ed) H. C. Withers (me)	T. H. Barrett Geo. White	M. M. Donosky (bm) Jack Estes (cm)	David W. Smith H. D. Guy (n) A. P. Vaughan (cl)	L. T. Deputy W. Esry (j)
	Sunday edition									
	(S) 110,767	.27	...							
	Times-Herald									
	(e) 86,856	.19	.10	(AP, INS) (ROP-1) (†) (3¢, 10¢S, 15¢w, 65¢m, $1.33⅓) (13)	Times-Herald Ptg. Co. Edwin J. Kiest, Pres.-Pub. D. A. Greenwell, Sec.-Treas.	Tom C. Gooch (Ed-in-Ch.) Allen Merriam (me)	E. K. Meade J. R. Hayes (sp)	Tom C. Gooch Ira T. Whitt (cm)	Albert Sinsky, Jr. (ad. dir). John W. Runyon (ad mgr.) L. K. Reynolds (n) Ruth Moen (cl)	
	Sunday edition									
	(S) 88,190	.19	.10							
DEL RIO 11,674	News-Herald									
	(e) 3,108	.03	...	(I) (AP) (J) (†) (5¢, 60¢m, $4) (121)	Del Rio Pub. Co., Inc. Louis F. Leurig, Pres.-Pub.	Louis F. Leurig	Harper Sparks	Louis F. Leurig Lowell Stillflew (cm)	Chas. T. Pingenot L. F. Leurig (n) Chas. Pingenot (cl)	J. R. Dunham C. N. Daniel (mgr)
DENISON 13,850	Herald									
	(e) 6,326	.04	...	(D) (AP) (†) (5¢) (121)	Herald Pub. Co. J. L. Greer, Pres.	J. Lee Greer G. Walt Greer	H. C. Shelby Albert Reese (sp)	J. Lee Greer W. J. Winkler (cm)	F. A. Heral J. L. Greer (n)	W. T. Wingo
	Sunday edition									
	(S) 6,326	.04	...							
	Press									
	(e) 976	.03	...	(D) (AP) (†) (5¢) (63)	Anderson & Sons LeRoy M. Anderson, Sr. Pub.	Louis V. Anderson Le Roy M. Anderson, Sr (me)	Louis V. Anderson	LeRoy M. Anderson, Sr. J. H. Moore, Jr. (cm)	W. H. Walker	LeRoy M. Anderson, Jr.
DENTON 9,587	Record-Chronicle									
	(e) 2,589x	.03	.03	(D) (AP) (†) (5¢, 50¢m, $2.50) (121)	Record-Chronicle Co., Inc. R. J. Edwards, Pres.	R. J. Edwards L. A. McDonald		R. J. Edwards Lee R. McDonald (bm) C. A. Hogan (cm)	J. S. Fowler Lee R. McDonald (n) Henry Bradford (cl)	B. E. Drake
EASTLAND 4,048 7,874 (1935 Est.)	Telegram									
	(e) 2,781	.03	...	(D) (†) (J) (5¢) (121)	Times Pub. Co. E. Hinrichs, Pub.	E. Hinrichs (me)		E. Hinrichs Faye Hock (cm)	E. Hinrichs Faye Hock (cl)	J. T. Stark
	Sunday edition									
	(S) 2,842	.03	...							

(Continued on page 92)

A Profit Not Without Honor - - —By Knott

DALLAS has one of the brightest long-term futures of any metropolitan center in the country, says Roger W. Babson.

He envisions bigger payrolls for the city's industries which he characterizes as having exceptional diversification . . . with emphasis in 1940 on the so-called heavy industries . . . iron foundries, machinery works and oil refineries. He predicts that the upward trend will carry through the next six months.

Understood, of course, is the contribution which the prosperous surrounding territory makes . . . the able-to-buy homes of cities, towns, hamlets, farms, oil fields which are bound to Dallas by marvelous highways and by ties of neighborly interdependence.

These constitute the "Dallas-Sized Market". And The Dallas Morning News is the bond of their union.

Get ALL of Dallas, with The Dallas Morning News!

Sell the Readers of The News and You Have Sold Texas' Major Market

The Dallas Morning News

JOHN B. WOODWARD, Inc., *Representatives*

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
EDINBURG	Valley Review									
4,821	(m) 4,387	.035	...	(D) (AP) (†) (J) (5¢, 50¢m, $1) (none)	Review Ptg. Co. R. A. Snell, Pres. W. R. Montgomery, Pub.	Bishop Clements	Frank Bibbe (sp)	R. A. Snell V. E. Koleber (cm)	R. A. Snell	Kurt Flach J. Bennett Smith (j)
EL PASO	Herald Post									
102,421	(e) 21,687	.12	...	(I) (AP, UP, INS) (†) (ROP-3) (3¢, 15¢w, 65¢m, $2) (111)	Herald-Post Pub. Co. W. G. Chandler, Pres. Newspaper Ptg. Corp., Pub.	Edw. M. Pooley Chester L. Chope	H. A. Michael Robt. W. Ingram (sp)	Dorrance D. Roderick E. T. Lewis (bm) M. C. Seamon (cm)	Val P. Lawrence Thos. H. Peterson (n) N. R. Loose (cl)	Guy Edge (comp.)
	Times									
	(m) 22,382	.12	...	(D) (AP, UP, INS) (†) (ROP-3) (3¢d, 10¢S, 20¢w, 85¢m, $2 d, $7S) (121)	El Paso Times, Inc. D. D. Roderick, Pres. Newspaper Ptg. Corp., Pub.	H. S. Hunter Wm. J. Hooten	R. J. Stover G. A. Smith (sp) Wm. J. Hooten (Su)	Dorrance D. Roderick E. T. Lewis (bm) M. C. Seamon (cm)	Val P. Lawrence T. H. Peterson (n) N. R. Loose (cl)	Guy Edge (comp)
	Sunday edition (S) 23,556	.12	...							
	El Continental									
	(m) 10,664	.06	...	(I) (UP) (†) (ROP-4) (J) (3¢d, 5¢S, 15¢w, 65¢m, $1.50d, $2.50S) (104)	World-News Pub. Co. M. J. Boretz, Pres.-Pub.	Alberto Gonzales Lester Green	Raul Munoz (sp)	Glenn F. Nichols Max Kurstein (cm)	Dick Richards G. F. Nichols (n) C. Cabellero (cl)	Carlos L. Sada
	Sunday edition (S) 11,854	.065	...							
ENNIS	News									
7,069	(e) 2,150	.025	...	(I) (†) (J) (5¢, 50¢m) (none)	United Pub. Corp. C. A. Nowlin	C. A. Nowlin		C. A. Nowlin	C. A. Nowlin	C. A. Nowlin
FORT WORTH	Press									
163,447	(e) 35,777	.13	.055	(I) (UP) (†) (ROP-2) (3¢, 13¢w, 55¢m, $1.33½) (111)	Ft. Worth Press Co. W. G. Chandler, Pres.	Don E. Weaver M. W. Taggart	T. Jenkins H. H. Boone (sp)	J. A. Foltz, Jr. (bm) Luther T. McClung (cm)	E. C. Willard Geo. Carter (n) V. A. Segale (cl)	
	Star-Telegram									
	(m) 96,035	...	...	(I-D) (AP, INS) (*S) (†) (ROP-2) (3¢e, 5¢n, 10¢S, 13¢w m or e, 20¢w m&S, 20¢w e&S, 20¢w m&S, 20¢w e&S, 30¢w m, e&S; 55¢m, m or e, 55¢m, m or e&S, $1.25m, m&S, $1e, $1.33m, $6.40 S) (none)	Carter Publications, Inc. Amon G. Carter, Pres.-Pub.	J. M. North, Jr. James R Record	Harold Banks (m) Callum Greene (e) Lorin McMullen (sp-m) Flem Hall (sp-e) Flem Jall (sp-e)	B. N. Hones Harold V. Hough (cm)	Bush Jones (n) Otis Stovall (cl)	Gus Lundberg
	Star-Telegram									
	(e) 76,311	...	...							
	Combined daily (me) 172,346	.34	...							
	Sunday edition (S) 129,940	.34	...							
	Morning & Sunday (MS)	...	...							
	Evening & Sunday (ES)	...	...							
GAINESVILLE	Register									
8,915	(e) 3,500	.03	...	(I) (AP, UP) (†) (5¢, 15¢w) (none)	Register Ptg. Co., Inc. J. M. Leonard, Pres.	J. M. Leonard (me)	A. Morton Smith A. W. Wells (sp)	C. H. Leonard		F. M. Ellis
GALVESTON	News									
53,938	(m) 10,029	...	...	(I-D) (AP, UP) (†) (5¢, 19¢-w-m, 13¢w-e; 80¢m-m, 55¢m-e; $2.50; $1.33½, m; $1.16 ½-e) (15)	News Pub. Co., Inc. W. L. Moody, Jr., Pres. Louis C. Elbert, Pub.	E. L. Wall (m) G. A. Steel (e) Silas B. Ragsdale (man. ed.)	Brain Spinks (m) G. A. Steel (e) Albert Reese (sp-m) Dwight Leverett (sp-e)	Louis C. Elbert A. C. Becker (bm) August Weber (em)	W. R. Roberts J. C. Snider (cl)	C. W. Briggs
	Tribune									
	(e) 9,195	...	...							
	Combined daily (me) 19,224	.11	.091							
	News (S) 14,220	...	...							
	Evening & Sunday (ES) ...	.12	...							
GILMER	Mirror									
1,963	(e) 860	.015	...	(D) (AP) (J) (135)	Tucker & Laschinger... R. H. Laschinger, Pub.	R. H. Laschinger (me)		G. H. Tucker		
GLADEWATER	Times-Tribune									
10,000	(e) 3,891	.03	.03	(D) (UP) (†) (J) (5¢, 15¢w 60¢m, $2) (121)	Barnes H. Broiles, Pub.	Barnes H. Broiles W. Tommie Randolph	W. T. Randolph (sp)	B. H. Broiles L. E. Noles (cm)	Lonnie Dan B. H. Broiles (n) L. E. Noles (cl)	H. G. Miller
	Sunday edition (S) 3,891	.03	.03							
GONZALES	Inquirer									
5,851	(e) 1,433	.025	.025	(D) (UP) (†) (J) (5¢, 15¢ w,60¢m) (121)	Mrs. Henry Reese, Jr., & Sons	Henry Reese III	Jack Blackwell	Henry Reese III Edw. Reese (cm)	Henry Reese	F. G. Lepori E. J. Baker (j)
GOOSE CREEK	Sun									
7,343	(e) 3,935	.035	.03	(I-D) (UP) (†) (J) (5¢, 13¢w, 50cm, $2.80) (121)	Peoples Ptg. Co., Inc. W. L. Pendergraft, Pres.-Pub.	W. L. Pendergraft A. M. Goul	A. M. Goul Fred Hartman (sp)	Robert Matherne John Mercer (cm)	J. S. Ott Robt. Matherne (n) B. M. Jackson (cl)	D. C. Norton
GRAHAM	Reporter									
4,981	(e) 1,065	.025	...	(I) (*) (J) (none)	H. I. Trout, Pub.	H. I. Trout	H. I. Trout Annie L. Marshall (sp)	H. I. Trout Mrs. B. Trout (cm).	H. I. Trout Mrs. B. Trout (cl)	H. Lusk J. W. Perkins (j)
GREENVILLE	Banner									
12,407	(e) 7,476	.04	...	(D) (AP) (†) (5¢, 50cm) (121)	Banner Pub. Co. Paul Horton, Pres.	Herman E. Scott Paul Horton (me)	W. D. Hilton (sp)	Frank Horton (cm)	Pat McMeans Buray Robertson (n)	Norwood Lake
	Herald									
	(m) 7,496	.03	...	(D) (AP) (J) (5¢) (18)	Herald Pub. Co., Inc. L. A. Clark, Pres. T. R. Poole, Pub.	T. R. Poole		Tom R. Poole G. Poole (cm)	W. C. Poole, Jr.	W. Sinclair
	Sunday edition (S) 7,496	.03	...							
HARLINGEN	Valley Morning Star									
12,800	(m) 7,411x	.06	...	(I) (AP) (†) (ROP-3) (5¢d, 10¢S, 20¢w, 85¢m, $1.50) (18)	Valley Pub. Co. Van R. Wiggins, Pres.	Van R. Wiggins Jack Rutledge	John Stone E. C. Osborn (sp) Jack Rutledge	Van R. Wiggins Vance Oehme (em)	N. R. Cook J. E. Cronwett (n) Chas. Whitney (cl)	
	Sunday edition (S) 7,411	.12	...							

*(Note: Sunday edition sold in combination with Sunday editions of Harlingen Star and McAllen Monitor. Three paper daily combination rate 15¢ per line.)

City Population	Name of Newspaper, Circulation	Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HENDERSON	News									
2,912	(e) 4,124	.05	...	(I) (UP) (†) (5¢) (121)	News Pub. Co. D. R. Harris, Pres.	J. J. Bowman Geo. W. Bowman	E. L. Miller (sp)	Geo. W. Bowman T. N. McCarty (bm) M. W. Campbell (cm)	Geo. W. Bowman	E. M. Coolidge
10,000 (1935) (Est.)	Sunday edition (S) 4,190	.05	...							
HILLSBORO	Mirror									
7,828	(e) 1,314	.018	...	(D) (AP) (†) (J) (5¢, 15¢w, 40¢m, $2.50) (121)	Texas Novelty Adv. Co. Agnes Campbell, Pres.	J. C. Butts Agnes Campbell	J. C. Butts Joe F. Merrow (sp)	Agnes Campbell H. G. Blount (em)	Agnes Campbell	Joe Warren (j)
HOUSTON	Chronicle									
292,352	(e) 105,916	.20	.13	(D) (AP, INS) (*S) (†) (ROP-2) (3¢el, 10¢S, 21¢w, 90¢m, $1.50) (13)	Chronicle Pub. Co. Jesse H. Jones, Pres.-Pub.	Geo. W. Cottingham Wm. C. Repass	M. E. Walter Dick Freeman (sp) H. M. Sheppard (Su)	J. H. Butler (bm) T. E. Lee (cm)	M. S. Bright (local) R. W. McCarthy (n) J. H. Shelp (cl)	H. E. Millinger
	Sunday edition (S) 111,503	.22	.13							
	Post									
	(m) 91,575	.19	...	(I) (AP, UP) (†) (ROP-3) (J) (5¢d, 10¢S, 21¢w, 90¢m, $2.50d, $6S) (18)	Houston Ptg. Corp. Wm. P. Hobby Pres.-Pub.	H. L. Millis Lloyd Gregory	Harold Young Bruce Layer (sp)	C. C. Mace A. E. Clarkson (bm) L. C. Kirby (cm)	A. G. Pike M. S. Schwartz (cl)	A. E. Clarkson (j)
	Sunday edition (S) 105,894	.21	...							
	Press									
	(e) 60,841	.15	.09	(I) (UP) (†) (ROP-2) (3¢, 15¢w, 65¢m, $1.50) (111)	Houston Press Co. Ray L Powers, Pres.	Allan C. Bartlett Royal Roussel	Vance Trimble Ralph B. Anderson (sp)	Ray L. Powers (bm) Earl Buell (cm)	Jeff Barnette Pike Powers (n) Wm. O. Osterday (cl)	W. F. White
JACKSONVILLE	Progress									
6,748	(e) 1,166	.018	.025	(D) (AP) (†) (J) (5¢, 60¢m, $3) (none)	McFarland Pub. Co.	Raymond West	Ed Van Zandt	Raymond West	Edwin Davis John McFarland (n) Edwin Davis (cl)	Harmon Davis W. B. Lehman (j)
KILGORE	News									
20,000 (1937 Est.)	(e) 6,023	.04	.04	(D) (UP) (†) (J) (5¢, 15¢w, 60¢m) (18)	Kilgore Daily News, Inc. Tom E. Foster, Pres.-Pub.	Calvin Starnes	Max Love	M. E. Terry (bm) R. M. Rigsby (cm)	James Young (n)	J. B. Wooten C. K. Andrews (j)
	Sunday edition (S) 6,023	.04	.04							
LAMPASAS	Leader									
2,700	(e)	.009	...	(D) (J) (none)	H. J. Abney	H. J. Abney				
LAREDO	Times									
32,618	(e) 6,111	.05	.05	(I) (AP) (†) (ROP-2) (5¢, 18¢w, 78¢m, $2.50) (63)	Laredo Times, Inc. Wm. Prescott Allen, Pres.-Pub.	Herschel Hunt	Raul Gonzales (sp) Herschiel Hunt (Su)	W. P. Allen T. B. Watson (bm) A. K. Tish (cm)	Wood M. Hall T. B. Watson (n)	J. G. Watt
	Sunday edition (S) 6,111	.05	.05							
LONGVIEW	Journal									
5,086	(m) 7,155	...	...	(D) (UP-AP) (†) (ROP-2) (J) (5¢d, 10¢S, 20¢wd, 30¢wdS, 87¢md, $1.30md-S ($1d, $2S) (121)	Longview News Co., Inc. Carl L. Estes, Pres.-Pub.	Louis F. Hart	Ellie Hopkins Ed Leach (sp) Ellie Hopkins (Su)	Carl L. Estes S. A. Parker (bm) Royce Thornton (cm)	S. A. Parker Don Valliere	John Holland
20,000 (1938 est.)	News (e) 6,032	...	...							
	Combined daily (me) 13,187	.06	.06							
	News-Journal (S) 12,562	.06	.06							
LUBBOCK	Avalanche									
20,612	(m) 12,175	...	...	(I-D) (AP, UP) (†) (5¢, 15¢w, 70¢m, $1.20d, $28 ctry. $3. S cty) (121)	Avalanche-Journal Pub. Co., Inc. Parker F. Prouty, Pres. C. A. Guy, Pub.	Chas. A. Guy C. W. Ratliff (me-m) C. C. Watson, Jr. (me-e)	R. C. Hankins Collier Paris (sp) C. W. Ratliff (Su)	Parker F. Prouty O. A. Woody (cm)	Wayne Healy Lucile Smith Howard Hunt (cl)	Roy S Watts
	Journal									
	(e) 8,500	...	...							
	Combined daily (me) 20,675	.08	...							
	Avalanche-Journal (S) 17,203	.06	...							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LUFKIN 10,850	News (e) 5,831 Sunday edition (S) 5,831	.04 .04	... ...	(I) (AP) (J) (5¢) (15)	Lufkin Pub. Co., Inc. J. H. Kurth, Jr., Pres. C. S. Boyles, Jr. & Jack C. McDermott, Pubs.	C. S. Boyles, Jr. & Jack C. McDermott	Jim McMullen (sp)	J. C. McDermott & C. S. Boyles, Jr.	J. C. McDermott	Elliott Perry A. E. Mitchell (j)
McALLEN 9,074 11,129 (City Zone)	Valley Evening Monitor (e) 4,915 Sunday edition (S) 4,915	.04 .04	... ...	(I) (AP) (†) (ROP-1) (5¢, 18¢w, 75¢m (18)	Valley Eve. Monitor, Inc. Dee Davenport, Pres. (Note: See Harlingen for Sunday combination and rate.)	Si Casady Mynatt Smith	James Glasscock (sp)	R. D. Overand (cm)	Joe Sutton Jack Vronenwett (n)	H. Fetterman
	Press (e) 4,590 Sunday edition (S) 4,590	.04 .04	... ...	(D) (INS) (†) (J) (5¢) (121)	B. McDaniel	Brown Booth B. McDaniel	Brown Booth	B. McDaniel (bm) J. W. Gates (cm)	C. C. McDaniel, Jr. (n)	C. C. McDaniel, Sr. (j)
McKINNEY 7,307	Courier-Gazette (e) 1,727	.025	...	(D) (J) (5¢) (135)	Tom W. Perkins	Tom W. Perkins	D. W. Bagwill Bill G. Thompson (sp)	T. W. Perkins J. M. Foster (bm)	Chas. W. Graves J. M. Foster (n) Chas. W. Graves (cl)	R. P. Jones
MARLIN 5,338	Democrat (e)	.021	...	(none)	J. M. Kennedy	J. M. Kennedy				
MARSHALL 16,203	News-Messenger (e) 9,945 Sunday edition (S) 10,036	.06 .06	.06 .06	(I) (AP) (UP) (†) (5¢, 15¢w, 65¢m, $1.50) (121)	Marshall Pub. Co. Riley Cross, Pres.-Pub.	John H. Purnell	Spencer Jones (sp)	Riley Cross J. W. Nichols (bm) Jack Stephens (cm)	Fred Conn Louise Clark (n) Dan Valliere (cl)	Roscoe Amonette
MART 2,853	Herald (e)	.014	...	(I-D) (AP) (none)	J. L. Spencer	J. L. Spencer		Louis Hartley		Louis Hartley
MEXIA 6,579	News (e) 4,418 Sunday edition (S) 4,418	.035 .035	.03 .03	(D) (UP) (†) (J) (5¢, 15¢w, 60¢m, $2) (none)	News Pub. Co. W. K. Boyd, Pres.-Pub.	Jack Dillard	P. J. Bounds, Jr. (sp)	W. K. Boyd Geo Lee (Asst.-dm) Cull Ragland (cm)	C. L. Tatum Cull Ragland (cl)	P. J. Bounds W. L. Sewell (j)
MIDLAND 5,484	Reporter-Telegram (e) 4,186 Sunday edition (S) 4,186	.03 .03	.03 .03	(I) (AP) (†) (J) (5¢, 50¢m, $2.50) (121)	Midland Pub. Co., Inc. T. Paul Barron, Pres.-Pub.	T. Paul Barron	Jess Rodgers	T. Paul Barron J. P. Harrison (bm) John Rhoden Jr. (cm.)	Jas. P. Harrison	D. E. Holster
MINERAL WELLS 5,986	Index (e) 2,547 Sunday edition (S) 2,547	.03 .03	... ...	(I) (UP) (†) (J) (5¢) (121)	Walter Murray	Chas. Johnson		W. P. Cameron (bm) Fred Parnell (cm)	La Rue DeBusk Brownie Wallace (n)	W. C. Cox
MOUNT PLEASANT 3,541	Times (e) 950 Sunday edition (S) 950	.018 .018	... ...	(I) (INS) (†) (J) (none)	Times-Review Pub. Co. G. W. Cross	G. W. Cross	Hugh C. Cross	G. W. Cross H. C. Cross (bm) Mrs. Earl Porter (cm)	H. C. Cross	Luther Johnson
NACOGDOCHES 5,678 8,256 (City Zone)	Sentinel (e) 2,130	.03	.03	(I) (UP) (†) (5¢, 15¢w, 65¢m) (121)	Sentinel Pub. Co. B. G. Byars, Pres. Stanley Irvine, Pub.	Stanley Irvine		Stanley Irvine W. E. Kyle (cm)		Arthur Bower
NAVASOTA 5,128	Examiner (e) 700	.021	...	(D) (AP) (J) (5¢) (none)	Geo. T. Spears, Jr.	Lucille Nemir		G. W. Brooks		
ODESSA 2,407	Bulletin (e) 3,558 Sunday edition (S) 3,564	.035 .035	.035 .035	(I) (AP) (†) (J) (2¢, 5¢w, $2.50) (121)	Jack Nolan	Tony Slaughter	Tony Slaughter (sp)	Jack Nolan Harold Ashby (cm)	Judge T. La Roque Jack Nolan (n)	J. B. Hunter
	News-Times (e) 3,341 Sunday edition (S) 3,341	.035 .035	... ...	(UP) (3¢) (63)		R. S. Shuffler	R. H. Shuffler (news)	R. S. Shuffler		
ORANGE 7,913	Leader (e) 3,949 Sunday edition (S) 3,949	.03 .03	.025 .025	(D) (AP) (†) (J) (5¢, 10¢w, 50¢m, $2) (87-3)	Leader Pub. Co. Jas. B. Quigley Pres.-Pub.	J. B. Quigley	Frank Maxwell (sp) Eula Mae Turner (Su)			W. A. Steidley
PALESTINE 11,445	Herald & Press (e) 7,345 Herald & Press (S) 7,345	.05 .05	.05 .05	(D) (AP, UP) (†) (J) (5¢, 20¢w, 80¢m, $3) (121)	W. M. Hamilton & Sons	Lester Hamilton	Franklin Bradford	Lamar Hamilton V. A. Hamilton (cm)	Lamar Hamilton	Gordon Steel L. J. Rickelman
PAMPA 10,470	News (e) 6,315 Sunday edition (S) 6,360	.05 .05	.053 .053	(I-D) (AP) (†) (J) (5¢, 20¢w, 85¢m, $3) (121)	Pampa Daily News R. C. Hoiles, Pub.	Tex De Weese	Archer Fullingum Harry Hoare (sp) Tex De Weese (Su)	Ray F. Barnes	Edw. Tracy V. L. Richards	Hal Wagner Hugh Breeding (j)
PARIS 15,649	News (e) 10,270 Sunday edition (S) 10,270	.06 .06	.06 .06	(I-D) (AP) (†) (5¢, 15¢w, $2.50) (121)	North Texas Pub. Co. A. G. Mayse, Pres.-Pub.	A. W. Neville W. N. Furey	W. N. Furey W. R. Woodside (sp)	A. G. Mayse Reagan Hurt (bm) W. W. Bassano, Jr. (cm)	Raymond Dixon Elizabeth Duvall (n) R. Stringfellow (cl)	Leon Collins
PLAINVIEW 8,834	Herald (e) 4,682 Sunday edition (S) 4,682	.042 .046	.039 .043	(I) (AP) (†) (J) (5¢, 15¢w, 65¢m, $3) (121)	Herald-News Pub. Co., Inc. H. S. Hilburn, Pres.	H. S. Hilburn Jack Woodward	Luron Brown Jack Woodward (sp) H. S. Hilburn (Su)	E. Q. Perry E. B. Miller (bm) Jack Bristol (cm)	E. B. Miller Carthal Niehaus (cl)	R. A. Rodgers R. Dement (j)
PORT ARTHUR 50,902	News (e) 11,338 Sunday edition (S) 11,483	.07 .07	... ...	(I-D) (AP, UP, INS) (†) (ROP-1) (5¢, 85¢m, 50¢-$1) (18)	News Pub. Co. E. S. Fentress, Pres. James E. Day, Pub.	John Ayres C. C. Aldridge	C. C. Aldridge Mayo Wells (sp)	James E. Day H. Nogle (cm)	J. R. Sadler (loc.) A. D. Trahan (n) Roy Faulkner (cl)	
RANGER 6,208	Times (e) 2,676 Sunday edition (S) 2,676	.03 .03	.025 .025	(I-D) (UP) (†) (J) (3¢, 5¢S, 12½¢w, 50¢m) (121)	Times Pub. Co. Walter Murray, Pres. F. D. Hicks, Pub.	W. H. Mayes		Walter Murray Arthur Wolf (cm)	Joe Dennis	F. D. Hicks
SAN ANGELO 25,308	Standard (e) 5,959 Standard-Times (m) 15,037 Combined daily (me) 20,996 Sunday edition (S) 17,748	... ... .07 .07	... ... .05 .05	(D) (AP) (†) (ROP-2) (5¢, 15¢w-e, 20¢w-m, 60¢m-e, 80¢m-m, $2) (121)	San Angelo Standard, Inc. Houston Harte, Pres.-Pub.	Millard Cope Dean Chenoweth	A. W. Sledge Blondy Cross (sp)	Houston Harte Herbert Taylor (bm) Minor Shutt (cm)	Herbert Taylor Alba McCreary (n) C. W. Shelton, Jr. (cl)	Ben Roster
SAN ANTONIO 231,542 254,562 (ABC City)	Express (m) 49,635x News (e) 56,096x Combined daily (me) 105,731x Sunday edition (S) 83,893x	.15 .14 .24 .18	... ...	(I) (AP, UP) (†) (ROP-3) 5¢m, 3¢e, 5¢S) (15)	Express Pub. Co. F. G. Huntress, Pres.	M. M. Harris A. W. Grant (me-m) A. W. Walliser (me-e)	Ed Spill (m) Ben Baines (e) Ward Burris (sp-m) Fred Mahy (sp-e)	Frank G. Huntress Alex N. Bowers (bm) C. J. Goehringer (cm)	W. W. Watson (ad. dir.) W. Lehman (cl)	
	Light (e) 52,162x Sunday edition (S) 78,162x	.14 .18	... ...	(I) (AP, INS) (†) (ROP-2) (3¢d, 10¢S, 20¢w, 80¢m) (11)	Light Pub. Co. Wm. M. McIntosh, Pres.-Pub.	Wm. M. McIntosh N. Dwight Allison (me)	Frank Lavo Harold Sherwita (sp) S. Woolford (Su)	C. L. Buchanan (bm) Edmund Campbell (cm)	B. J. Horner Chas. Treuter, Jr. (cl)	T. Riordan
SAN BENITO 10,753	Light (e) 4,237	.03	.03	(I-D) (†) (J) (10¢w, 25¢m, $1) (63)	San Benito Pub. Co. W. D. Holland, Pres.-Pub.	W. D. Holland Paul Cottrell	Paul Cottrell W. D. Holland (sp)	W. D. Holland	W. D. Holland	D. D. Nuckolls
SHERMAN 15,713	Democrat (e) 7,263x Sunday edition (S) 7,527x	.06 .06	.05 .05	(I-D) (AP) (†) (ROP-2) (5¢, 15¢w, $2.50) (121)	Sherman Democrat, Inc. G. I. Wilcox, Pres. G. H. Wilcox, Pub.	J. Newell Johnston	Ted Bomar Wayne E. Atkins (sp)	G. H. Wilcox J. H. McReynolds (bm) H. A. Padon (cm)	E. M. Hampton M. W. Walker (n) Maurine Shields (cl)	H. A. Mabry
SULPHUR SPRINGS 5,417 7,051 (1938 est.)	News-Telegram (e) 2,180 Sunday edition (S) 2,180	.02 .02	... ...	(D) (AP) (†) (J) (5¢) (none)	Echo Pub. Co. Jno. S. & Eric Bagwell	John S. Bagwell	Joe Woosley John S. Bagwell (Su)	Eric Bagwell (bm) J. S. Bagwell, Jr. (cm)	J. D. Bagwell M. Myers (n) C. S. Stewart (cl)	E. R. Chamberlain A. A. Tetts
SWEETWATER 10,848	Reporter (e) 4,784 Sunday edition (S) 4,784	.035 .035	... ...	(I) (UP) (†) (5¢, 60¢m) (121)	Sweetwater Reporter, Inc. George Bennitt, Pres.-Pub.	Robt. Cooke	J. O. Tuton Mark Sherrill (sp)	Robt. Steeves (cm)	Tom Graham G. Redding (n) G. Bennitt (n)	U. H. Morgan
TAYLOR 7,463	Press (e) 3,916 Sunday edition (S) 3,916	.035 .035	.035 .035	(I) (UP) (†) (5¢, 20¢w, 60¢m, $1) (none)	Taylor Press Co. Geo. B. Peeler, Pres.-Pub.		A. Lalla Barney Smith (sp)	Geo. B. Peeler Don Scarbrough Hattie Kettler (cm)	Don Scarbrough F. Holman (n-cl)	Joe Kreitz
TEMPLE 15,345	Telegram (m) 9,445 Sunday edition (S) 9,879	.06 .06	.06 .06	(I-D) (AP) (†) (ROP-1) (5¢, 15¢w, 65¢m, $2) (121)	Bell Pub. Co. W. R. Humphrey, Pres. Frank W. Mayborn, Pub.	Walter R. Humphrey	Harry Blanding, Jr.	Frank W. Mayborn Jack Childress (cm)	R. L. Oglesby Greneta Courtney (n) A. C. Ater, Jr. (cl)	J. B. Smith
TERRELL 8,795	Tribune (e) 3,731	.03	.03	(I) (UP) (†) (5¢, 15¢w, 50¢m) (none)	Tribune Pub. Co. P. I. Austin, Pres. Frederick Massengill, Pub.	E. Y. Horn Fred Massengill, Jr.	H. Galbraith Chas. Nethaway (sp)	F. Massengill, Jr. F. King (cm)	F. Massengill, Jr. F. B. King (cl)	Vernon Wright

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
TEXARKANA 27,366 (See Texarkana Ark.)	Gazette (m) 10,558 News (e) 5,653 Combined daily (me) 16,211 Sunday edition (S) 12,355	... ... .08 .08	... ... .07 .07	(I-D) (AP, UP) (†) (ROP-1) (5¢, 20¢w-m, 15¢w-e, 85¢m-m, 65¢m-e, $2d, $3S) (121)	Texarkana Newspapers, Inc. C. E. Palmer, Pres.-Pub.	Henry Humphrey	J. Q. Mahaffey Garvice Norwood (sp)	Henry Humphrey W. E. Husman (cm) C. B. Baker (cm)	Walter E. Husman G. Miles (cl)	Ben Waterston
TIMPSON 1,545	Times (e)	.011	...	(D) (2)	Timpson Ptg. Co.	T. J. Molloy				
TYLER 17,112 25,000 (City Zone)	Courier-Times (e) 4,917 Telegraph (m) 11,570 Combined daily (me) 16,487 Courier-Times-Telegraph (S) 14,709	... ... .08 .08	... ... .07 .07	(D) (AP, UP) (†) ROP-3) (J) (5¢d, 10¢S, 20¢w, 87¢m, $2.50d, $6S) (121)	T. R. Butler Estate, Pub.	J. F. Donahue	H. J. Adair (ce-am) M. T. Lemons (ce-pm) McCauley Munson (sp) M. T. Lemons (Su)	J. F. Donahue Billy Luther (cm)	Olney Davis (n) Mrs. E. A. Turner (cl)	W. E. Yarbo
VERNON 9,137	Record (e) 4,486	.035	.035	(I-D) (AP) (†) (ROP-1) (J) (5¢, 15¢w, $1.50) (121)	Vernon Record Co. R. H. Nichols, Pres.-Pub.	R. H. Nichols W. D. Dixon	G. T. Ryan Cy Long, Jr. (sp)	R. H. Nichols B. C. Parham (cm)	Jack Scott	A. C. Smith J. A. Baird (j)
VICTORIA 7,421 13,724 (1938 (est.)	Advocate (e) 2,465 Sunday edition (S) 2,690	.03 .03	.03 .03	(D) (INS) (†) (J) (5¢, 15¢w, 60¢m, $2) (63)	Geo. H. French, Owner.	Chester E. Evans Geo. H. French	Chester Evans	Geo. H. French Shelton G. Hall (cm)	A. C. McCoy	R. E. Hilmers Chris. Hanson
WACO 52,848	News-Tribune (m) 14,409 Times-Herald (e) 14,405 Combined daily (me) 28,814 Tribune-Herald (S) 30,932	... ... .14 .14	... ... .14 .14	(I-D) (AP, UP, INS) (†) (5¢, 18¢w, 75¢m, $1.50d, $3S) (18)	Southern Pub. Co. E. S. Fentress, Pres.-Pub	Frank Baldwin	Sam Wood "Jinx" Tucker (sp) Frank Baldwin (Su)	Sam D. Jones W. D. Wolf (cm)	G. H. Parrick Powell Gibson (n) M. H. Lehman (cl)	T. D. Sedberry
WAXAHATCHIE 8,042	Light (e) 3,221 Sunday edition (S) 3,221	.032 .032	... ...	(UP) (5¢) (121)	Enterprise Pub. Co. Floyd Casebolt, Pub.	Floyd Casebolt		Floyd Casebolt	Wm. P. Davis	John Flowers
WEATHERFORD 4,912	Herald (e) 1,325	.018	...	(I) (AP) (5¢) (none)	Weatherford Pub. Co.	H. E. Letson				
WICHITA FALLS 43,690 50,792 (City Zone)	Record-News (m) 16,755 Times (e) 14,820 Combined daily (me) 31,575 Times (S) 30,730	... ... .15 .15	... ...	(I-D) (AP, UP, INS) (†) (ROP-3) (5¢) (65)	Times Pub. Co. Ed Howard, Pres.	B. D. Donnell Henry C. Fulcher	A. L. Parker H. L. Brickey (sp-eS) Lars Goldsmith (sp-m)	Ed Howard Rhea Howard (bm) W. E. Rutledge (cm)	V. N. Armstrong R. G. Shelton (n) Leslie Howard (cl)	Jno. W. Dobbs
YOAKUM 5,656	Herald (e) 1,350 Sunday edition (S) 1,350	.025 .025	... ...	(I-D) (AP) (†) (J) (25)		C. S. Morgan H. D. Meister	DeWitt Poth (sp)	H. D. Meister Lorene Rhodes (cm)	C. S. Morgan H. D. Meister (n)	

UTAH

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BRIGHAM CITY 5,093	Box Elder News-Journal (m) 2,895	.03	.03	(I) (UP) (†) (J) (5¢, 30¢w, $1) (25-132)	Journal Pub. Co. J. E. Ryan, Pres.	S. C. Wixon	S. E. Wixon Spence Richards (sp)	J. E. Ryan W. C. Call (cm)	O. G. Linnabary	W. Nelson W. Sackett (j)
LOGAN 9,979	Herald-Journal (e) 3,906x	.035	.035	(I) (UP) (†) (J) (5¢, 45¢m) (51)	Cache Valley Newspaper Co. Gunnar Rasmuson, Pres.	Gunnar Rasmuson	Ray Nelson	Gunnar Rasmuson A. L. Trimp (cm)	R. W. Martin A. L. Ripplinger (cl)	A. H. John, Jr. W. I. Clark (j)
OGDEN 40,272	Standard-Examiner (e) 12,342x Sunday edition (S) 13,314x	.07 .07	.07 .07	(I) (AP, UP) (†) (ROP-3) (J) (5¢, 85¢m, $2) (14-50a-9)	Standard-Examiner Pub. Co. Mrs. Evelyn Glasebrook, Pres. A. L. Glasmann, Pub.	Frank Francis Glen Perrins	J. E. O'Connor A. F. Warden (sp) Dan Hitchcock (Su)	Leonard H. Diehl H. E. Gibson (cm)	George B. Morgan Louis Haller (n) Phyllis Glasmann (cl)	Fred W. Smith Leroy Wahlen (j)
PROVO 14,766	Herald (e) 4,567x Sunday edition (S) 4,563x	.035 .04	.04 .04	(I) (UP) (†) (5¢) (51)	Herald Corp. E. W. Scripps, Pres. J. A. Owens, Pub.	E. R. Rasmuson	Milton Jacob (sp)	J. A. Owens Emil Moore (cm)	L. E. Anderson B. Lindstrom (n)	A. Ridge
SALT LAKE CITY 140,267 145,267 (ABC City)	Deseret News (e) 34,873x	.10	.082	(I) (AP, INS) (†) (J) (ROP-3) (5¢, 18¢w, 78¢m, $2cty, $1.50ctry) (92)	Deseret News Pub. Co. Sylvester Q. Cannon, Pres.	S. O. Bennion and J. A. Langton (eds.) Mark E. Petersen (me)	Leslie Midgley Lesley Goates (sp)	Samuel O. Bennion J. Ralph Whitney (cm)	Amos B. Jenkins Lon Hess (cl)	J. Harrow C. W. Birkinshaw (j)
	Tribune (m) 58,522x Telegram (e) 25,109x Combined daily (me) 83,631x Sunday edition (S) 94,635x	... ... .21 .23	... ...	(I) (AP, UP) (INS, NANA, CT) (†) (ROP-3) (5¢, 10¢S)	Salt Lake Tribune Pub. Co. & Telegram Pub. Co. Thomas F. Kearns, Pres. J. F. Fitzpatrick, Pub.	G. B. Heal (m) H. P. Kretchman (e) Arthur C. Deck (me-e) Wm. W. Bowman (me-m)	Ottis Petersen (m) R. D. Hale (e) Frank K. Baker (sp-e) T. L. Cannon (Su)	A. L. Fish (gm-e) T. J. Mullin (bm) E. F. Baldwin (cm)	A. A. Campbell K. M. Carpenter (n) W. O. Sessions (cl)	A. L. Fish

VERMONT

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BARRE 11,307	Times (e) 7,180	.035	.023	(R) (AP) (†) (2¢, 12¢w, 50¢m, $1.10) (81)	Barre Daily Times, Inc. Dean H. Perry, Pres.-Pub.	Dean H. Perry	Dean H. Perry	Dean H. Perry Alexander C. Walker (bm)	A. C. Walker	S. F. Harrington
BENNINGTON 10,628	Banner (e) 3,597	.025	.02	(I) (AP) (†) (2¢, 12¢w, 50¢m, $1) (81)	Frank E. Howe, Pub.	Paul C. Howe Clayton J. Kinsley	Agnes E. Rockwood Walton C. Harwood (sp)	Frank E. Howe Alice M. Harwood (cm)	Paul C. Howe Marion Beecher (n) Alice M. Harwood (cl)	A. Bushee
BRATTLEBORO 9,816	Reformer (e) 4,158	.025	.02	(I-R) (AP) (†) (3¢, 18¢w, 75¢m, $2) (81)	Brattleboro Pub. Co. Howard C. Rice, Pres.-Pub.	H. C. Rice Victor L. Morse	Robert Dubuque (sp)	John S. Hooper H. C. Allen (cm)	H. C. Allen	
BURLINGTON 24,789	Free Press (m) 18,168	.07	.07	(I-R) (AP) (†) (J) (3¢, $2) (120)	Free Press Assn. G. E. Little, Pres.	Edward F. Crane	Robt. Beaupre F. L. Freeman (sp)	D. W. Howe (bm) L. V. Chew (cm)	B. D. Burdick D. W. Howe (n) R. D Preston, (cl)	W. H. Deshaw G. E. Little (j)
	News (e) 5,499	.04	...	(I) (AP) (†) (3¢, 18¢w, 78¢m, $1.50-$2) (none)	Daily News, Inc. Charles P. Hasbrook, Pres.-Pub.	C. P. Hasbrook Gilbert Hammond	Gilbert Hammond Addison Jackson (sp)	C. P. Hasbrook John D. Swan (cm)	John A. Cellar	Wm. Provost
MONTPELIER 7,837	Argus (e) 3,791	.025	...	(2¢) (81)	M. F. Atkins			M. F. Atkins		
NEWPORT 5,094	Express (e) 2,979	.02	.02	(R) (AP) (†) (J) (2¢, 12¢w, 50¢m, $1.50) (87-3)	Express & Standard Corp. W. H. Gilpin, Pres. Frank A. Hunt, Pub.	W. H. Gilpin F. A. Hunt	E. F. Humphrey Wendall Lalime (sp)	F. A. Hunt R. C. Hunt (cm)	G. E. Smith F. A. Hunt (n) R. C. Hunt (cl)	Eugene Joyal Archie Wells (j)
RUTLAND 17,315	Herald (m) 15,000	.06	.038	(I) (AP) (†) (3¢, 18¢w, 75¢m, $2) (81)	Herald & Globe Assn. Wm. Field, Pres.-Pub.	Howard L. Hindley J. W. T. Wettleson	B. E. Foster H. Hall Mattison (sp)	L. B. Noble (bm) L. W. Harrison (cm)	W. J. Perry (cl)	
ST. ALBANS 8,020	Messenger (e) 3,572	.025	.025	(R) (AP) (†) (J) (2¢, 15¢w, 60¢m, $1.35) (81)	Messenger Co. J. Gregory Smith, Pres.	Donald Tobin	Jas. T. Wa[illegible] S. J. Godfrey (sp)	Donald Tobin S. J. Godfrey (cm)	M. E. Tobin (n)	C. E. Shannon (j)
ST. JOHNSBURY 7,920	Caledonian-Record (e) 5,021	.03	.018	(I-R) (AP) (2¢, 15¢w, 60¢m, $1.10) (81)	Caledonian-Record Pub. Co., Inc. Herbert A. Smith, Pres.-Pub.	Herbert A. Smith	W. Lowell Smith Ralph H. Morse (sp)	Herbert A. Smith	Russell A. Wheelock Elizabeth A. Remick (cl)	G. E. Perry

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

VIRGINIA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALEXANDRIA 24,149	Gazette (e) 5,743	.05	.034	(D) (UP) (†) (3¢, 15¢w, 65¢m, $2) (62)	Gazette Corp. C. C. Carlin, Jr.	C. C. Carlin, Jr. J. W. Tulloch	M. T. Dwyer Wm. Smith (sp)	J. W. Tulloch J. L. Reenstjerna (bm) Fred. Pettit (cm)	J. L. Reenstjerna Thelma F. Burnham (cl)	R. O. Stryke
BRISTOL 8,840 23,893 (ABC City)	Herald Courier (m) 12,062x News Bulletin (e) 2,332x Combined daily (me) 14,394x Herald Courier (S) 15,045x	... ... .07 .07	... ... .07 .07	(D) (I) (AP) (†) (3¢d, 5¢S, 18¢w, $1.50d, $2.50) (none)	Bristol Pub. Co. C. J. Harkrader, Pub.	Herschel Dove (m) Woody Vance (e) W. E. Crockett (me-m) R. Gilmer (me-m)	Gene Thompson (m) Robt. Loving (e) W. E. Crockett (sp-m)	C. J. Harkrader G. K. McClellan (cm)	E. W. Russell Marie Pershing (n) James Roberts (cl)	S. Noe
CHARLOTTESVILLE 15,245	Progress (e) 5,150	.035	...	(I-D) (AP) (3¢, 15¢w, $1.67) (none)	J. H. Lindsay, Inc. J. G. Lindsay, Pres.	John B. Clayton (me)	Howard Bailey (sp)	J. G. Lindsay (bm) Robt. Harris (cm)	C. E. Lindsay J. G. Lindsay (n) Eloise R. Gentry (cl)	Ralph Clay
CLIFTON FORGE 6,839	Review (e) 1,524	.025	.021	(D) (UP) (†) (J) (3¢, 12¢w, $1.33) (none)	Clifton Forge Review, Inc. M. Botts Lewis, Pres.	Edgar Hedderly	Edgar Hedderly	M. Botts Lewis J. H. Lewis (cm)	M. Botts Lewis	C. B. Greene M. Botts Lewis (j)
COVINGTON 6,538	Virginian (e) 5,074	.04	.035	(I) (AP) (†) (J) (3¢, 12¢w, 50¢m, $1) (63)	Covington Virginian, Inc. Richard F. Beirne, Pres.	Richard F. Beirne	Richard F. Beirne Charles Barnes (sp)	Richard F. Beirne R. F. Beirne, Jr. (bm) R. C. Wood's (cm)	L. L. Drewry G. Arritt (n) Miss Ruby Childs (cl)	P. P. Sauggerty A. McClintic
DANVILLE 22,247 36,000 (ABC City)	Register (m) 10,740 Bee (e) 11,037 Combined daily (me) 21,777 Register (S) 11,244 Evening & Sunday (eS)	... ... .08 .09 ...	... ...	(D) (AP) (†) (3¢d, 10¢S, 15¢w, 65¢m, $2) (15)	Register Pub. Co., Inc. A. A. Farley, Pres.	J. C. Emerson (m) G. Tetley (e) W. Christianson (me-e) Julian Adams (me-m)	W. E. Christianson (co-e) Julian Adams (co-m) Clarke Bustard (sp-m) Arlon Johnson (sp-e) J. C. Emerson (Su)	A. A. Farley R. W. Douglas (cm)	James R. Browder A. A. Farley (n) W. E. Burrell (cl)	.....
FREDERICKSBURG 6,819	Free Lance-Star (e) 5,247	.03	.025	(D) (AP) (†) (3¢, 15¢w, $1.50) (63)	Free Lance-Star Pub. Co. Josiah P. Rowe, Jr., Pub.	Josiah P. Rowe, Jr.	Warren Farmer L. W. Houston (sp)	Josiah P. Rowe, Jr.	George Hunter, Jr.	.....
HARRISONBURG 7,232	News-Record (m) 1,136	.05	...	(I) (AP) (†) (2¢, 12¢w, $1) (120)	Rockingham Pub. Co., Inc. R. Gray Williams, Pres. Harry F. Byrd, Pub.	Harry F. Byrd John R. Crown	John R. Crown J. R. Limeweaver (sp)	Harry F. Byrd B. Slaven (bm) John L. Klinger (cm)	Bruce Slaven	Bruce Slaven
LYNCHBURG 40,661 42,714 (ABC City)	News (m) 9,969x Advance (e) 9,384x Combined daily (me) 19,353x News (S) 11,724x Evening & Sunday (eS)	... ... .08 .08 ...	... ... .071 .071 ...	(D) (AP UP) (†) (3¢d, 10¢S, 18¢wm, 15¢we, 78¢mm, 65¢me, $1.50d-cty, $1.25dctry, $2S-cty, $5Sctry) (42)	Carter Glass & Sons, Pubs.	Robert Glass (m) Carter Glass, Jr. (e) J. K. Irving, Jr. (me-m) H. L. Johnson (me-e)	J. V. Horner (m) H. L. Johnson (e) Gilbert Hale (sp-m) Milton Apperson (sp-e)	Powell Glass M. K. Duerson (bm) H. S. Shaner (cm)	R. C. McGhee M. K. Duerson (n)	M. P. Tanner
MARTINSVILLE 7,705	Bulletin (e) 5,136	.04	.04	(I) (AP, UP) (†) (3¢) (none)	Bulletin Newspaper Corp. Wm. C. Barnes, Pres.-Pub.	Kay L. Thompson	.....	T. W. Stanley (cm)	F. H. Thompson Charles F. Adams (cl)	L. D. Haynes
NEWPORT NEWS 34,417	Press (m) 7,221 Times-Herald (e) 10,510 Combined daily (me) 17,731 Press (S) 11,386	... ... .08 .08	... ... .071 .071	(D) (AP) (†) (3¢, 10¢S) (109)	Daily Press, Inc. Raymond B. Bottom, Pres.	L. T. Jester (m) W. M. Harrison (e)	H. E. Lee (m) G. L. Price (e) S. Kennon (sp-e) Robert Cutler (sp-m)	Raymond B. Bottom (bm) E. A. Galloway (cm)	S. P. Hoyle Frank Fletcher (cl)	C. L. Shreckengost
NORFOLK 129,710 184,949 (ABC City)	Virginian-Pilot (m) 45,921 Ledger-Dispatch (e) 44,356 Combined daily (me) 90,277 Virginian-Pilot (S) 45,972	... ... .22 .22	... ...	(I-D) (AP) (†) (ROP-1) (J) (3¢d, 10¢S, 15¢we, 20¢wm-S, $1.50m, $1.833e, $7.50S) (15)	Norfolk Newspapers, Inc. P. S. Huber, Pres.-Pub.	L. I. Jaffe (m) Douglas Gordon (e) W. R. Harris (me-m) Thos. Hanes (me-e)	John Spencer (m) J. E. Shank (e) W. N. Cox (sp-m) Chas. Reilly (sp-e) C. P. Donnel, Jr. (Su)	P. S. Huber H. S. Lewis (bm) E. L. Loveless (asst-mgr) N. N. Hill (cm)	H. B. Tatem (m) F. S. Cook (e) S. H. Leonard (n) W. S. Davis (cl)	.....
PETERSBURG 28,564	Progress-Index (e) 9,725 Sunday edition (S) 9,725	.05 .05	... ...	(I) (AP) (†) (3¢, 5¢S) (14)	Petersburg Newspaper Corp.	J. Curtis Lyons	H. C. Tillery (sp)	R. B. Huber L. L. Livengood (cm)	R. H. Ryan R. K. Hudgins (cl)	J. B. Jackson
PORTSMOUTH 45,704	Star (e) 10,680 Sunday edition (S) 10,680	.06 .06	.045 .045	(I-D) (AP) (†) (2¢d, 5¢S, 12¢w, 50¢m) (14)	Star Pub. Corp. Norman R. Hamilton, Pres.-Pub.	A. McK. Griggs R. B. Barber	E. L. Rice Pete Glaser (sp)	J. C. Irwin (bm) L. M. Palmer (cm)	W. B. Darden E. F. Rogers (n) J. M. Miles (cl)	B. Saunders
PULASKI 7,168	Southwest Times (e) 5,249 Sunday edition (S) 5,249	.04 .04	.035 .035	(I) (UP) (†) (3¢, 15¢w, $1.50-$2.50) (63)	Southwest Pub. Co. Inc. H. R. Imboden, Pres.-Pub.	Howard R. Imboden	Chester Palmer, Jr.	H. R. Imboden Jean Alexander (cm)	C. D. Barnes Jean Alexander (cl)	H. M. Brookman
RICHMOND 182,929 195,696 (ABC City)	News Leader (e) 87,223 Record (m)	.20 .04	.14 ...	(I-D) (AP) (†) (ROP-3) (3¢, 15¢w, 65¢m, $1.67) (109-9) (D) (†) (none)	News Leader Co. John Stewart Bryan, Pres.-Pub. Daily Record Co., Inc. G. Edmond Massie, Pres. W. F. Dunbar, Jr.	Dr. Douglas S. Freeman William T. Christian W. F. Dunbar, Jr.	Charles H. Hamilton John Oliver (sp)	D. Tennant Bryan Wm Ellyson, Jr. (bm) I. N. Leadbetter (cm)	R. S. Stephenson Forest G. Bogan (n) Lewis N. Little (cl)	R. A. Cooke .....
	Times-Dispatch (m) 82,176 Sunday edition (S) 88,551	.18 .19	.13 .14	(I-D) (AP) (†) (ROP-2) (3¢, 10¢S, 15¢w, 20¢w-d-S; 65¢m, 43¢m-S, 87¢m-d-S; $1.66⅔d, $7S) (67)	Times-Dispatch Pub. Co., Inc. John D. Wise, Pres.-Pub.	Virginius Dabney Leon S. Dure, Jr. (executive ed.)	Frank J. McDermott Chauncy Durden, Jr. (sp) Mrs. M. B. Seward (Su)	E. H. Collins (cm)	Fred Sale (local) Chas. W. Branham (n) G. N. Benjamin (cl)	W. G. Palmateer
ROANOKE 69,206	Times (m) 29,190x World-News (e) 22,999x Combined Daily (me) 52,189x Times (S) 44,326x Evening & Sunday (eS)	... ... .16 .13 ...	... ... .114 .128 ...	(I-D) (AP) (†) (3¢d, 10¢S, 20¢w m or e-S, 87¢m, $2 m or e, $6S) (109-19)	Times-World Corp. J. P. Fishburn, Pres.-Pub.	W. B. Smith (e) H. P. Chapman (m) W. Atkinson (me-m) W. C. Stouffer (me-e)	.....	C. B. Short E. C. Lugar (cm)	Chas. H. Carson W. P. Gooch (n) Conrad Stults (cl)	.....
STAUNTON 11,990	News-Leader (m) 5,223 Leader (e) 3,190 Combined daily (me) 8,413 News-Leader (S) 5,944	... ... .05 .05	... ...	(I-D) (AP) (†) (2¢, 12¢w, 48¢m, $1) (72)	Leader Pub. Co., Inc. Hierome L. Opie, Pres.-Pub.	E. W. Opie (m) C. K. Brown (e) E. W. Opie (me)	E. Lewis Knowles (e) J. Baldwin Burwell (m) Chas. K. Brown (sp)	E. W. Opie Mrs. Chas. K. Brown (bm) Geo. H. Powell (cm)	Robt S. Jordan Mrs. C. K. Brown (n)	J. S. Layne
STRASBURG 1,901	Northern Virginian Daily (m) 5,706x	.04	...	(I) (AP) (†) (J) (2¢, 10¢w, $1)	Shenandoah Pub. House, Inc. E. E. Keister, Pres.-Pub.	Arthur Davidson	R. Q. Nicholson	E. E. Keister C. G. Wilkins (cm)	J. J. Crawford	C. S. McCarty
SUFFOLK 10,271	News-Herald (e) 3,450	.04	.04	(I) (AP) (†) (ROP-1) (3¢, 12¢w, $2) (25)	Suffolk News Co., Inc. R. A. Harry, Pres.	W. Marion Saunders	Herbert Elliott Willard Freeman (sp) W. M. Saunders (Su)	R. A. Harry B. L. O'Berry (cm)	W. P. Brown, Jr. Helen Duke (cl)	.....
WAYNESBORO 6,226	News-Virginian (e) 3,580	.03	.02	(I-D) (AP) (†) (J) (3¢, 10¢w, 40¢m, 83¢) (40)	Waynesboro Pub. Corp. R. H. Clemmer, Pres. Louis Spilman, Pub.	Louis Spilman Harry Nash	E. J. Milligan (sp)	Louis Spilman W. M. Humphries (bm) J. W. Gentry, Jr. (cm)	J. W. Gentry, Jr. (n)	L. M. Peaganes W. M. Humphries (j)
WINCHESTER 10,994	Star (e) 4,807	.04	.032	(I) (AP) (J) (2¢, 10¢w, 40¢m, 75¢) (120)	H. F. Byrd, Pres.-Pub.	H. F. Byrd, Jr.	John Hoover John Rhodes (sp)	R. S. Fansler	H. D. Koontz	.....

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WASHINGTON

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABERDEEN 21,723	World (e) 11,340	.06	.06	(R) (AP, UP) (†) (ROP-3) (J) (5¢, 20¢w, 75cm) (14-131)	Grays Harbor Pub. Co. W. A. Rupp, Pres.-Pub.	W. A. Rupp Harold Olson	Harold Wetherby Joe Randich (sp)	W. A. Rupp Peter Foelkner (bm) Earl Thygeson (cm)	Webster Ruble P. Foelkner (n) Charlotte Smith (cl)	Edwin Skroudal E. B. Linsley (j)
ANACORTES 6,564	Mercury (e)	.042	...	(I) (UP) (J) (none)	J.O. McNary					
BELLINGHAM 26,823	Herald (e) 14,384 Sunday edition (S) 14,387	.08 .08	... ...	(I-R) (AP, UP) (†) (ROP-1) (5¢, 20¢w, 80¢m) (120)	Bellingham Pub. Co. S. A. Perkins Pres.	W. C. Carver	Pat Scott Wally Lindsley (sp) B. H. Sefrit (Su)	Frank I. Sefrit Chas. L. Sefrit (bm) M. W. Blouden (cm)	W. T. Wetherell E. C. Holt, Jr. (n) Ralph Summers (cl)	E. C. Holt, Sr.
BREMERTON 10,170	News-Searchlight (e) 4,481	.045	.025	(R) (AP) (†) (J) (ROP-3) (3¢, 15¢w, 50¢m, $1.80) (131)	W. B. Jessup & Sons, Inc. John H. Jessup, Pres.	W. L. Jessup	George Thomas (ce-sp) Monte Snow (news)	Mary E. Jessup J. H. Jessup (bm) Art Hestand (cm)	W. L. Murphy Harold Whitman (cl)	Charles H. Sharp A. E. Hutchings (j)
	Sun (e) 4,272	.03	...	(I) (UP) (†) (2¢, 40¢m) (51)	Bremerton Sun Pub. Co. Julius Gius, Pres.	Julius Gius	Jack Rogers (sp)	A. F. Ottevare (bm) J. H. Akers (cm)	E. W. Dickens G. E. Weld (n) Noel Dickens (cl)	Earl McCumber
CENTRALIA 8,058	Chronicle (e) 4,688	.04	.04	(R) (AP) (†) (J) (5¢, 15¢w, $1-$3) (131)	Centralia Ptg. Co. H. L. Bras, Pres. R. W. Edinger, Pub.	H. L. Bras	V. B. Noel E. "Olaf" Olsen (sp)	R. W. Edinger J. M. Scott (cm)	W. R. Ingraham	J. McKean
ELLENSBURG 4,621	Record (e) 3,070	.03	...	(I-R) (AP) (†) (J) (5c) (131)	Record Press, Inc. J. C. Kaynor, Pres.-Pub.	J. C. Kaynor Virgil Cunningham		J. C. Kaynor Gilbert H. Kaynor (bm) Le Roy Breckon (cm)	Albert Gerritz Gilbert H. Kaynor (n) Florence Sterlin (cl)	K. Kaynor J. Wilkins (j)
EVERETT 30,567	Herald (e) 16,264	.07	...	(I) (AP, UP) (3¢, 15¢w) (120-5a)	Daily Herald Co. Mrs. Gertrude D. Best, Pres.-Pub.	Mrs. G. D. Best A. M. Glassberg		Mrs. Gertrude D. Best. Henry Jeklin (bm)	L. L. Austin Henry Jeklin (n)	
HOQUIAM 12,766 13,822 (1937 Est.)	Washingtonian (m) 4,682 Sunday edition (S) 4,682	.045 .045	.045 ...	(R) (AP) (†) (J) (5¢, 15¢w, 60¢m, $3) (131)	Grays Harbor Washingtonian R. V. Mack, Pres.-Pub.	Russell V. Mack	Russell V. Mack Frank Vaille (sp)	Russell V. Mack Richard Large, Jr. (cm)	Bertha Ruby Malcolm Templeton (cl)	E. C. Jones Perry M. Acker (j)
LONGVIEW 10,652	News (e) 9,116	.055	.045	(I-R) (AP) (†) (ROP-2) (J) (3¢, 18¢w, 60¢m, $1.50) (131)	Longview Pub. Co. J. M. McClelland, Pres.-Pub.	J. M. McClelland, Jr. D. M. Simonsen	W. H. Taylor Gordon Quarnstrom (sp)	R. M. Anderson (bm) E. A. McKee (cm)	C. W. Schrader (loc) R. M. Anderson (n) Anne McIver (cl)	J. L. Miller
MOUNT VERNON 3,690	Herald (e) 3,238	.035	...	(I) (UP) (†) (J) (5¢) (131)	Herald Pub. Co. Harry B. Averill, Pres.-Pub.	Harry B. Averill	Oliver Noce	Harry B. Averill John S. Wert (bm) M. L. Hanson (cm)	H. C. Cannon	H. Beecher
OLYMPIA 11,733	Olympian (e) 6,246 Sunday edition (S) 6,246	.05 .05	.043 .043	(R) (AP, UP) (†) (ROP-2) (J) (15¢w) (120-53)	Washington Recorder Pub. Co. S. A. Perkins, Pres.-Pub.	H. M. Lane	H. M. Lane Dave Adams (sp) H. M. Lane (Su)	Fred F. Chitty John Reed (cm)	G. L. Penrod Frank Crewdson (cl)	V. L. Husk
PORT ANGELES 10,188	News (e) 3,617	.035	...	(I) (AP) (†) (J) (5¢, 15¢w, 65¢m, $2.50) (5a)	Evening News, Inc. Mrs. E. B. Webster, Pres. C. N. Webster, Pub.	Jack Henson (me)		John Schweitzer (bm)	John Schweitzer	A. H. Larrabee (j)
SEATTLE 365,583 390,646 (ABC City)	Journal of Commerce (m) 4,406	.06	.06	(I) (UP) (ROP-1) (5¢, $1.50, $2.50) (none)	Journal of Commerce, Inc. L. J. Brown, Pres. M. F. Brown, Pub.	L. J. Brown M. W. Bean	Ted Crosby	L. J. Brown Monte E. Brown (bm)	Norman Curran	R. M. Johnston
	Post-Intelligencer (m) 97,963 Sunday edition (S) 197,391	.25 .32	.12 .14	(I) (AP, INS) (†) (ROP-3) (J) (5¢, $1.15m, $3) (12)	Post-Intelligencer branch of Hearst Publications, Inc. W. R. Hearst, Pres. John Boettiger, Pub. C. B. Lindeman, Asso-Pub.	Russell Peters (me)	Edw. T. Stone Royal Brougham (sp) Paul Donaldson (Su)	J. J. Callaghan (bm) H. K. Mills (cm)	J. J. Atkinson M. L. Applegate (n) Russell W. Young (cl)	A. Fermstrad (j)
	Star (e) 71,449	.24	...	(I) (UP) (†) (ROP-3) (3¢, 60¢m, $1.35) (51)	Star Pub. Co. A. J. Ritchie, Pub. F. L. Taylor, Co-Pub.	V. B. Westphal Sax Bradford	Cliff Harrison (sp)	F. W. Webster (bm) A. W. Brewer (cm)	L. F. Sharkey L. V. Cornfield (n) Henry Schmick (cl)	
	Times (e) 99,351 Sunday edition (S) 129,541	.27 .30	.137 .137	(I) (AP, UP) (*S) (†) (ROP-3) (5¢d, 10¢S, $1.15m, $3d, $8S) (95)	Seattle Times Co. C. B. Blethen, Pres.-Pub.	C. B. Blethen C. E. Brazier (me)	Leo Sullivan R. A. Williams (sp)	H. H. Cahill (bm) J. A. Grant (cm)	R. W. Harker H. G. Howland (n) L. P. Jenkins (cl)	F. A. Blethen
SPOKANE 115,514 117,414 (ABC City)	Chronicle (e) 53,801 Spokesman-Review (m) 62,895 Combined daily (me) 116,696	... ... .31	... ...	(I) (AP, UP, NANA) (†) (ROP-2) (4¢, 20¢w) (134-23-16)	Spokane Chronicle Co. W. H. Cowles, Jr., Pres.	Cheney Cowles (me)	H. E. Cassill H. L. Ashbock (sp)	W. H. Cowles, Jr. L. E. Dyer (cm)	Tom J. Turner (ad-dir) L. A. Batchelor (gen. ad. mgr.) B. F. Lacy (ret. ad. mgr.) J. J. Tierney (cl.ad.mgr.)	W. D. Edmunds (Production mgr.
	Spokesman-Review (S) 85,701 Sunday & evening (Se)	.27 .34	... ...	(I) (AP, NANA) (†) (ROP-2) (5¢d, 10¢S, 25¢w, m&S) (134-23-16)	Cowles Pub. Co. W. H. Cowles, Pres.-Pub.	Geo. W. Dodds (me)	C. R. Stark (sp)	W. H. Cowles, Jr. L. E. Dyer (cm)	Tom J. Turner (ad. dir.) B. F. Lacy (ret. adv. mgr.) L. A. Batchelor (gen. ad. mgr.) J. J. Tierney (cl. adv. mgr.)	W. D. Edmunds (Production mgr.)
TACOMA 106,817	News-Tribune (e) 38,302 Sunday edition (S) 38,059	.11 .11	.08 .08	(I) (AP) (†) (ROP-3) (3¢, 15¢w, 65¢m) (72)	Tribune Pub. Co., Inc. Frank S. Baker, Pres.-Pub.	C. B. Welsh	F. E. Lockerby Dan Walton (sp) J. Ernest Knight (Su)	G. F. Russell (bm) W. D. Lyness (cm)	H. J. Lynch N. E. Inveen (n) E. H. Baker, 3d (cl)	Chas. Purdy
	Times (e) 33,165	.10	.07	(I) (UP) (†) (ROP-3) (3¢, 15¢w, 65¢m, $1.65) (51)	Times Pub. Co. Frank W. Power, Pres.-Pub.	Leonard S. Langlow	James T. Crowe Elliott Metcalf (sp)	Frank W. Power (bm). Frank Naccarato (cm)	George Skaugset H. H. Hutchinson (n) H. L. Andrews (cl)	F. M. Halbert
VANCOUVER 15,766	Columbian (e) 7,277	.05	.05	(I-R) (AP,UP) (†)(ROP-3) (3¢, 60¢m, $1.50) (131)	Vancouver Eve. Columbian Herbert J. Campbell, Pres.-Pub.	Herbert J. Campbell Ray L. Bachman	Erwin Rieger Al Stump (sp)	Herbert J. Campbell Francis Higby (bm) Geo. C. Coover (cm)	Paul Wicker Hal Kirby (cl)	Fred Ehrlich
WALLA WALLA 15,976 18,821 (ABC City)	Union-Bulletin (e) .... Union Bulletin (m) .... Combined daily (me) 14,108 Union-Bulletin (S) 14,108	... ... .09 .09	... ... .09 .09	(I) (AP, UP) (†) (ROP-2) (J) (5¢) (131)	Bulletin Ptg. Co. John G. Kelly, Pres.-Pub.	H. S. Mitchell R. W. Fisher (news)	Claude Gray R. Miller (sp) H. S. Mitchell (Su)	Frank G. Mitchell Fred C. Roecker, Jr. (cm)	C. Richard Baxter F. G. Mitchell (n) Eddie Watson (cl)	C. Bare Chas. Nunn (j)
WENATCHEE 11,627	World (e) 12,006x	.06	.05	(I) (AP, UP) (†) (5¢, 15¢w, $2.50) (5a)	World Pub. Co. Rufus Woods, Pres.	Rufus Woods E. H. MacPhersen	Kirby Billingsly Bob Woods (sp)	K. P. Sexton (bm)	Fred Koch	
YAKIMA 22,101	Herald (m) 8,703 Herald (S) 15,395 Republic (e) 7,910 Combined daily (me) 16,613	.05 .08 .05 .09	.05 .061 .05 ...	(I) (AP, UP) (†) (ROP-3) (J) (5¢, 75¢m) (131) (R)	Republic Pub. Co. W. H. (Ted) Robertson, Pub.	Paul Neill S. I. Anthon (me-e) Lee Cross (me-m)	Roy Pearson (sp-m) Harry Sharpee (sp-e)	W. H. Robertson R. A. Neal (bm) M. A. Clark (cm)	Loren Rieman Seymour O. Spring (n) W. N. Burtner (cl)	P. S. Hotchkiss T. N. Remy (j)

INDEX TO INFORMATION AND ADVERTISING ON LAST FOUR PAGES

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WEST VIRGINIA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BECKLEY 9,357 15,411 (ABC City)	Post-Herald (m) 7,982x Raleigh Register (e) 7,220x Combined daily (me) 15,202x Sunday Register (S) 16,272x	... ... .07 .07	... ...	(R) (D) (AP) (ROP-2) (J) (5¢, 20¢w, 90¢m, $3) (65) (D)	Beckley Newspapers Corp. Charles Hodel, Pres.-Pub.	Ted McDowell (m) J. Raiford Watkins (e)	Roy Lee Harmon (sp-m) C. J. McQuade (sp-e) J. Raiford Watkins (Su)	Chas. Hodel C. M. Johnston (bm) B. F. Stout (cm)	Palmer Farley Geo. W. Hodel (el)	R. C. Neill R. L. Sadler (j)
BLUEFIELD 19,399 23,731 (ABC City)	Telegraph (m) 13,082 Sunset News (e) 2,367 Combined daily (me) 15,449 Telegraph (S) 20,410 Evening & Sunday (eS)	... ... .07 .08 ...	... ...	(R) (D) (AP) (†) (5¢, 20¢wm, 15¢we, $2.50) (65)	Telegraph Ptg. Co. H. I. Shott, Pres.	H. I. Shott (m-e) Sydnor Barksdale (e) H. I. Shott, Jr. (me)	C. J. Thompson (m) V. L. Currence (sp) H. I. Shott (Su)	H. I. Shott J. H. Shott & B. L. Early (bm) R. L. Longworth (cm)	C. S. Henderson B. L. Early (n) Preston Hamilton (el)	H. L. Stephens (j)
CHARLESTON 60,408	Gazette (m) 53,142x Sunday edition (S) 58,792x Mail (e) 34,932x Sunday edition (S) 37,211x	.12 .13 .09 .09	... ... .05 .053	(I-D) (AP, US) (†) (ROP-2) (5¢, 20¢w, 87¢m, $2.50) (114) (I-R) (AP, UP) (†) (5¢, 20¢w, 87¢m, $2.50) (120)	Daily Gazette Co., Inc. W. E. Chilton, Jr., Pres. Charleston Mail Ass'n Walter E. Clark, Pres. Fred M. Staunton, Pub.	W. E. Chilton, Jr. W. M. O. Dawson S. G. Damron	W. E. Connell, Jr. A. L. Hardman (sp) E. C. Cornwell V. M. Jennings (Su) Con. Hardman (sp)	Robert L. Smith A. H. Pruett, Jr. (cm) Walter E. Clarke Fred M. Staunton C. W. Crum (cm)	H. E. Grace Wm. E. Grose (n) W. W. Shank (el) H. D. Thurman F. N. Lowe (n) W. Lee Cox (el)	H. B. Polk P. H. Canova
CLARKSBURG 28,866	Exponent (m) 16,584 Telegram (e) 18,423 Combined daily (me) 35,007 Exponent-Telegram (S) 34,681	... ... .12 .12	... ...	(D) (R) (AP) (†) (ROP-1) (J) (3¢d, 10¢S, 20¢w, 85¢m, $2) (40) (I)	Clarksburg Pub. Co. Cecil B. Highland, Pres.	H. G. Rhawn (m) F. E. Carpenter (e)	Bernard Gainer (m) Leo. F. King (e) Wade Pepper (sp-m) Richard Cresap (sp-e) Rhawn & Carpenter (Su)	W. Guy Tetrick W. W. Powell, Jr. (bm) W. H. Childs (cm) Paul Lawson (cn-ctry)	H. J. Gatrell (el)	A. W. Plyman (m) J. F. Shiever (e) E. R. Smith (j)
ELKINS 7,345	Inter-Mountain (e) 4,371	.035	...	(R) (AP) (J) (3¢) (27)	News Pub. Co. H. C. Ogden, Pres. Elkins Inter-Mountain, Pub.	R. G. Bush		Jas. A. Wilverding Helen A. Davis (cm)	Jas. A. Wilverding	R. E. Smouse (j)
FAIRMOUNT 25,300	Times (m) 4,983 West Virginian (e) 5,090 Combined daily (me) 10,073 Times-West Virginian (S) 10,456	... ... .065 .065	... ...	(D) (R) (AP) (3¢, 5¢S) (27)	Fairmont Newspaper Pub. Co. H. C. Ogden, Pres	C. F. Smith (m) L. G. Boggs (e) J. A. Anwyll, Jr. (me-m) L. G. Boggs (me-e)	C. S. Robinson (m) Clare Abbott (sp-m) C. E. Warder, Jr. (ce-sp-e) Jos. A. Anwyll, Jr. (Su)	A. B. DeBrueque (bm) Willard Scott (cm)	J. L. DeBrueque Harold Hicks (n) L. Brown (el)	E. J. Busan
GRAFTON 7,732	Sentinel (e) 3,466	.025	...	(R) (AP) (†) (J) (3¢, 18¢w, 70¢m, $1.50) (27)	Sentinel Pub. Co. James F. Holt, Pres.-Pub.	James F. Holt John S. Palmer	John S. Palmer	James F. Holt H. J. Gatrell (bm)	H. J. Gatrell	Wm. Brown W. A. Williams (j)
HINTON 6,652	News (e) 2,820	.025	...	(I-R) (AP) (3¢, 18¢w, 72¢m, $1.67) (27)	Hinton Daily News, Inc. H. C. Ogden, Pres.-Pub.	Otto K. Reuter	Henry Kinney	Otto K. Reuter E. P. Martuß (cm)	A. A. Callahan	C. E. Henne
HUNTINGTON 75-572 77,657 (ABC City)	Herald-Dispatch (m) 16,169x Advertiser (e) 15,458x Combined daily (me) 31,627x Herald-Advertiser (S) 26,041x	... ... .14 .14	... ...	(I) (AP) (†) (ROP-2) (3¢e, 5¢m, 8¢S, 15¢w more) (65)	Huntington Pub. Co. Dave Gideon, Pres. Dave Gideon (Pub., m) Col. J. H. Long (Pub.-e) Col. J. H. Long (Ch. of Bd.)	Raymond Brewster (m) Clyde Wellman (e) Wiatt Smith (me-m) Wemdell Reynolds (me-e) Chet Anderson (me-Su)	Eugene Brown (m) J. R. Hayworth (e) Chet Anderson (Su) Wells Gaynor (sp-m) Bill Bess (sp-e) D. L. Freutel (sp-Su) H. R. Pinckard (Su)	Walker Long J. C. Branthoover (cm)	E. J. Lester John McVay (n) C. P. Wilson (el)	Col. J. H. Long
KEYSER 6,248	Mineral News-Tribune (e) 3,487	.025	.025	(D) (NFA) (†) (J) (2¢, 12¢w, 40¢m, $1) (40)	W. H. Barger	J. W. Barger	John W. Barger			J. G. Deputy (j)
LOGAN 4,396	Banner (e) 3,346	.035	...	(R) (AP) (J) (5¢) (69)	Logan Banner, Inc. Clarence H. Frey, Pub.					
MARTINSBURG 14,857	Journal (e) 5,676	.035	...	(I-R) (AP) (†) (J) (3¢) (27)	Journal Pub. Co. H. C. Ogden, Pres. C. W. Morrison, Pub.	G. C. McKown	G. C. McKown Edw. Dockeney (sp)	C. W. Morrison Frances Townsend (bm) L. S. Irvin (cm)	C. W. Morrison	C. W. Morrison P. W. Engel (j)
MORGANTOWN 16,186	Dominion-News (m) 5,415x Post (e) 5,424x Combined daily (me) 10,839	... ... .08	... ... .08	(D) (R) (AP) (†) (3¢, 15¢w, 65¢m, $2) (65)	W. Va. Newspaper Pub. Co. H. C. Greer (Pres.-Pub.)	Walter L. Hart (m) Brooks Cottle (e)	Creel Cornwell (e) Robt. Sturgiss (m) Pershing Rohrer (sp-m) Tony Constantine (sp-e)	C. T. McHenry Z. D. Hensell (cm)	F. H. Worstall Louise Ford (el)	Ferd Arnold
MOUNDSVILLE 14,411	Echo (e) 4,274	.03	...	(I-D) (AP) (†) (ROP-1) (2¢, 10¢w) (39)	Craig Shaw Pub.		Howard F. Voitle	Samuel C. Shaw (bm)		
	Journal (e) 5,237	.04	...	(R) (UP) (†) (J) (2¢, 10¢w, 40¢m, $1) (27)	Moundsville Journal Co. Chas. L. Long, Pres.	W. L. Mengert	Willard C. Hess James Hooten (sp)	Charles E. Hess	Charles E. Hess	Wm. Johnson
PARKERSBURG 29,623	News (m) 6,334 Sentinel (e) 13,251 Combined daily (me) 19,585 News (S) 10,892 Evening & Sunday (eS)	... ... .07 ... .07	... ... .035	(R) (AP) (D) (UP) (†) (4¢, 9¢S) (27)	John Marshall, Pres. (m) H. C. Ogden, Pub. (m) H. C. Ogden, Pres., Pub. (e)	Herbert Adams (m) John W. Fischer (e)	J. A. Park (m) John W. Fischer (e) Francis Fisher (sp-m) Francis Hile (sp-e) Herbert Adams (Su)	W. E. Ingersoll Jack P. Smith (cm)	G. Clinton (ad mgr-m) G. H. Keenan (ad mgr-natl-mgr-m-e) Kathleen Gillman (el-m-e)	F. I. Gates
POINT PLEASANT 3,391	Register (e) 2,289	.025	...	(I) (AP) (†) (J) (3¢) (27)	Cleveland Bowie, Pub.	Cleveland Bowie	Cleveland Bowie Roy E. Blessing (sp)	Cleveland Bowie Anita Bowie (cm)	L. B. Hannaman	S. Dunlavy
WEIRTON 19,239	Times (e) 3,529	.03	...	(R) (UP) (†) (3¢) (27)	Weirton Ptg. & Pub. Co. H. C. Ogden, Pres.	E. L. Nelson (me)	Paul Glover John Dimitro (sp)	E. L. Nelson Rich. C. Startaman	Robt. W. Crowther	P. H. Decker
WELCH 5,376	News (e) 9,233	.035	.032	(I-R) (AP) (†) (J) (5¢, 20¢w, 80¢m, $2) (27)	Welch Pub. Co. H. C. Ogden, Pres.	W. R. Keyser	C. H. Hardison Fred Pendleton (sp)	W. R. Keyser Odi Casali (bm-cm)	Ralph Grimmett C. E. Murrey	E. W. Lucas J. B. Fitzgerald (j)
WELLSBURG 6,398	Herald (e)	.025	...	(R) (AP) (†) (J) (2¢) (40)	Herald Pub. Co. L. H. McCamic, Pres.	L. H. McCamic				
WHEELING 61,659	Intelligencer (m) 15,166x News-Register (e) 18,010x Combined daily (me) 33,176x News-Register (S) 25,798x Morning & Sunday (mS)	... ... .13 ... .13	... ...	(R) (I-D) (AP, UP) (†) (ROP-4) (J) (3¢, 15¢w, m, 25¢w, e & S, $1.75d, $7S) (27)	News Pub. Co. H. C. Ogden, Pres.-Pub.	T. O'B. Flynn (m) Malcolm Brice (e)	Robt. T. Beans (m) R. R. Rafferty (e) Thos. Keys (sp-m) James C. Stewart (sp-e) E. F. Hohmann (Su)	H. C. Ogden John E. Kaiser (bm-m) H. C. Clark (bm-e) R. D. Sparks (cm)	L. E. Crow Paul Meintel (el)	Chas. Kite (m) C. Sonnefeldt (e) L. A. Plank (j)
WILLIAMSON 9,410	News (e) 6,210	.035	...	(I-D) (AP) (5¢, 20¢w) (27)	Daily News H. G. Clark, Pub.	H. G. Clark	Frank Tolbert Bill Garrett (sp)	John Burris (cm)	Bernard Payne	E. S. Sampson

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WISCONSIN

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANTIGO 8,610	Journal (e) 5,364	.04	.035	(I-R) (AP) (†) (J) ROP-1) (3¢, 18¢w, 70¢m) (41)	Berner Bros. Pub. Co. Henry Berner, Pres.	Fred. L. Berner Earle S. Holman	Earle S. Holman Buster Snyder (sp)	Fred L. Berner Henry Berner (bm) Harold Klessig (cm)	Max Klessig Lynda Klessig (cl)	Otto Berner
APPLETON 25,268	Post-Crescent (e) 16,930	.07	.07	(I) (AP) (†) (ROP-1) (4¢, 20¢w, $1.50-$2.50) (none)	Post Pub. Co A. B. Turnbull, Pres.	Victor Minahan John R. Riedl	D. L. Christiansen G. R. McIntyre (sp)	H. L. Davis M. E. Cartier (cm)	Royal LaRose Wilmer Krueger (n) Glenn H. Arthur (cl)	Edw. Sternard
ASHLAND 10,622	Press (e) 3,901	.04	.04	(I) (UP) (5¢, 15¢w, $3) (62)		John C. Chapple John B. Chapple	John Hogan Terrance Hogan (sp)	Hildur C. Eckman Evelyn Strom (cm)	Hildur C. Eckman Evelyn Strom (cl)	A. C. Eckman
BARABOO 5,545	News-Republic (e) 3,814	.03	...	(I) (UP) (†) (3¢) (none)	News Pub. Co	Harlan K. Page Marius C. Page	Irene Underkofler	H. K. Page (bm)	Harlan Page, Jr. H. K. Page (n)	C. Steinbrink
BEAVER DAM 9,867	Citizen (e) 3,555	.035	...	(I) (UP) (†) (3¢, 12¢w, 48¢m) (41)	Citizen Pub. Co. E. E. Parker, Pres.	J. E. Helfert H. H. Parker	T. J. Parker C. Staab (sp)	H. H. Parker (bm)	C. J. Haider H. H. Parker (n)	
BELOIT 23,611	News (e) 10,104	.065	.053	(R) (UP) (†) (ROP-2) (J) (4¢, 20¢w, $1.75) (131)	News Pub. Co. B. P. Eldred, Pres.	Mason H. Dobson	Robert T. Edwards John C. Clarke (sp)	R. F. Collins C. F. Karstaedt (bm) W. M. McKinney (cm)	Allen C. Nequette Lynn Pierson (cl)	W. Pire (j)
BERLIN 4,160	Journal (e) 1,741	.03	...	(I) (UP) (†) (4¢) (133a)	Berlin Journal Co. Wm. H. Patey, Pub.	Albert Marshall, Jr.	L. Raszkowski	Albert Marshall, Jr. (bm)	L. J. Nash Wm. H. Patey (n)	Clair Little
CHIPPEWA FALLS 9,539	Herald-Telegram (e) 5,257	.04	.04	(I) (AP) (†) (3¢, 15¢w, 65¢m, $1.50) (none)	Herald-Telegram Corp. Morgan Murphy, Pres. W. H. Gharrity, Pub.	Chas. Hunter	W. E. Gharrity	W. H. Gharrity Chas. Bennett (bm) Earl Hunter (cm)	Milo Nickel Bud Young (cl)	J. Grimmer
EAU CLAIRE 26,287	Leader (m) 9,948 Telegram (e) 5,671 Combined daily (me) 15,619 Leader (S) 10,021	... ... .07 .07	... ... .045 .045	(I) (UP, AP) (†) (3¢, 15¢w, 65¢m, $2) (72)	Eau Claire Press Co. P. C. Atkinson, Pres.	P. C. Atkinson D. E. Whelan	M. B. Atkinson Edw. Leska (sp)	N. B. Nelson	M. M. Kelly N. B. Nelson (n) John Welch (cl)	
FOND DU LAC 26,449	Commonwealth Reporter (e) 12,595	.06	.06	(I) (AP, UP) (†) (ROP-1) (3¢, 18¢w, $2) (114)	Reporter Ptg. Co. A. H. Lange, Pres.	C. F. Coffman	C. H. Kayser A. J. Daley (sp)	A. H. Lange Emery Martin (bm)	A. H. Schroeder Emery Martin (n) J. W. Augustin (cl)	A. Martin
GREEN BAY 37,415 44,017 (ABC City)	Press-Gazette (e) 22,951	.08	...	(I) (AP, UP) (†) (J) (3¢, 18¢w) (none)	Green Bay Newspaper Co. V. I. Minahan, Pres.	V. I. Minahan Leo V. Gannon	Glenn Toule John Walter (sp)	A. B. Turnbull Jos. Horner, Jr. (bm)	Eldred J. Robinson J. Horner, Jr. (n) H. Goodchild (cl)	H. Smits Edw. Putney (j)
JANESVILLE 21,628	Gazette (e) 14,342	.07	...	(I-R) (AP) (†) (ROP-2) (4¢. 20¢w) (133a)	Gazette Ptg. Co. Sidney H. Bliss, Pres. S. H. & R. W. Bliss, co-publishers	Mark Knight (asso.-ed) George Kalvelage (me)	George Raubacher (sp)	S. H. Bliss T. A. Birmingham (cm)	Chas. Mosher Geo. Gressman (n) V. Lipman (cl)	F. W. Heise
KENOSHA 50,242	News (e) 12,863	.07	...	(I) (AP, UP) (J) (ROP-1) (3¢) (4¢) (92)	News Pub. Co. R. S. Kingsley, Pres.	Ernest F. Marlatt R. S. Kingsley	W. Bradley Powell Eddie McKenna (sp)	R. S. Kingsley W. H. Schulte (cm)	H. R. Young C. E. Head (n) Ward Cropley (cl)	C. E. Head Geo. Faber (j)
LA CROSSE 39,614	Tribune & Leader-Press (e) 16,422 Sunday edition (S) 15,748	.07 .07	.065 .065	(I) (AP) (†) (ROP-1) (3¢) (92)	Tribune Co., Inc. E. P. Adler, Pres. W. T. Burgess, Pub.	R. L. Bangsberg (me)	E. H. Hoffman Earl Voss (sp)	Wm. T. Burgess (bm) Edna M. Denny (cm)	A. E. Teachout W. T. Burgess (n)	G. H. Bock
MADISON 57,889	Capital Times (e) 26,855x Sunday edition (S) 25,952x	... ...	... ...	(I) (AP) (†) (ROP-1) (3¢, 20¢w, 87¢m, $2) (92)	Capital Times Pub. Co. W. T. Evjue, Pres.	Wm. T. Evjue D. D. Dunn	R. G. Stephenson Henry Casserly (sp)	Tom C. Bowden E. G. Lockwood (asst.-bm) Harry Cowgill (cm)	L. E. Heindel H. A. Johnson (n) P. A. Cary (cl)	F. B. Schillinger
	Wisconsin State Journal (e) 24,453x Sunday edition (S) 23,851x Combined edition (e) 51,306x Combined Sunday (S) 49,803x	... ... .18 .18	... ...	(I) (UP) (†) (ROP-1) (3¢, 20¢w, 87¢m, $2) (92)	Wis.-State Journal Pub. Co. E. P. Adler, Pres. A. M. Brayton, Pub.	A. M. Brayton Roy L. Matson	H. E. McClelland H. J. McCormick (sp)	Don Anderson (bm) J. M. Canny (cm)	Louis E. Heindel H. A. Johnson (n) P. A. Cary (cl)	A. C. Poggemiller
	(Note) Capital Times and Wis.-State Journal not sold separately. Both Sunday editions sold as a unit.)									
MANITOWOC 22,973	Herald-Times (e) 10,965	.07	.03	(I) (AP) (†) (ROP-1) (3¢, 18¢w, $1.50) (14)	Manitowoc Newspapers, Inc. Morgan Murphy, Pres.	R. T. Bayne B. W. Peyser	Geo. MacFarlane Harry Chandler (sp)	Wm. F. Ohde Alfred Duvenek (cm)	Jos. Logan Alan M. Ohde (n) Kurt Mueller (cl)	E. H. Kruck
MARINETTE 13,734 24,054 (ABC City)	Eagle-Star (e) 5,885	.04	.035	(I) (AP) (†) (J) (5¢, 20¢w, $1.50) (none)	Eagle Ptg. Co. Frank E. Noyes, Pres.-Pub.	Frank E. Noyes Walter C. Janson	Stanley E. Clausen Howard Trepanier (sp)	F. E. Noyes W. R. Schaefer (cm)	Elmer C. Tryon Arthur Hanson (cl)	L. F. Giroux
MARSHFIELD 8,778	News-Herald (e) 5,908	.045	.035	(I) (AP) (†) (5¢, 20¢w, $2.50) (92a)	News Pub. Co. Howard A. Quirt, Pres.-Pub.	Howard A. Quirt E. W. Heller	J. Parr Godfrey Louis Schmoll (sp)	Howard A. Quirt (bm) Mrs. A. Tollefson (cm)	S. Mayer M. Orwick (n) Lorayne Schreiber (cl)	M. Berg
MENASHA 9,062	Record (e) 1,994	.011	...	(I) (none)	Ira H. Clough			Ira H. Clough J. M. Clough (cm)		C. W. Walter
MERRILL 8,458	Herald (e) 4,309	...	.035	(I-R) (UP) (†) (J) (5¢, 15¢w, 60¢m) (69)	Merrill Pub. Co., Inc. W. B. Chilsen, Pres.-Pub.	W. B. Chilsen Joe A. Chilsen	Jerry Crawley C. McLeod (sp)	Joe A. Chilsen Otto F. Nienow (cm)	M. N. Taylor Angela Hanson (n) Elaine Runge (cl)	F. Daniek
MILWAUKEE 578,249 680,434 (ABC City)	Journal (e) 243,825 Sunday edition (S) 259,667	.40 .45	.205 .205	(I) (AP, UP, CDN, NANA, NYT) (*S) (†) (ROP-3) (J) (3¢d, 10¢S, 18¢wd, $2d, $8S) (95)	Journal Co. Marvin H. Creager, Pres. L. L. Bowyer, Pub.	M. H. Creager W. R. Arnold	T. Murray Reed Russell Lynch (sp) Dale Wilson (Su)	Irwin Maier (bm) E. H. Schroeder (cm)	R. K. Drew A. F. Hall (n) H. G. Gwaltney (cl)	J. W. Goll
	Post (e) 21,287	.13	.13	(I) (UP) (†) (ROP-1) (J) (3¢, 18¢w) (120)	Wis. Guardian Pub. Co. Aug. L. Quis, Pres.	Lynn Fredenburgh	Frank Haggerty Ben Smith (sp)	Theodore Sweers Elmer A. Krahn (bm) Paul Spector (cm)	E. A. Krahn	Theo. Seers Harold Klitzke (j)
	Sentinel (m) 128,125 Sunday edition (S) 187,888	.29 .40	.09 .105	(I) (AP, INS) (†) (3¢d, 10¢S, 18¢wd, $1.626, $2.125) (11)	Milwaukee Pub. Co. H. H. Fris, Pres.-Pub.	James J. Colby (me)	Geo. Tracy J. Don McGlynn (sp) Gordon Smith (S)	W. N. Thomson (bm) H. M. Van Dusen (cm)	Benn Kinovsky H. F. Van Horn (n) Milton Werner (cl)	
MONROE 5,015	Times (e) 3,661	.05	.05	(R) (AP) (†) (J) (3¢, 60¢m) (1)	Evg. Times Co. Emery A. Odell, Pres.-Pub.	Harry B. Lyford Emery A. Odell		Emery A. Odell	C. N. Colby L. M. Conrad (n) John Schuele (cl)	E. A. Odell (j)
NEENAH 9,151	News-Times (e)	...	.025	(R) (UP) (25)	News Pub. Co. Anna E. Sparks, Pres.	Clara A. Bloom	John A. Studley	Clara A. Bloom (bm) Wilbur Sparks (cm)	Wilbur Sparks	J. F. Zylkowski
OSHKOSH 40,108	Northwestern (e) 14,819	.07	...	(R) (AP, UP) (†) (ROP-2) (2¢, 12¢w, 50¢m, $1.25) (114)	Oshkosh Northwestern Co. O. J. Hardy, Pres.-Pub.	L. H. Torreyson L. K. Bronson	A. J. Mace	O. J. Hardy Fred R. Wiese (bm) C. A. Thomas (cm)	O. J. Hardy	
PORTAGE 6,308	Register-Democrat (e) 1,741	.035	...	(R) (UP) (†) (J) (3¢, 15¢w) (none)	Wise-State Register Co. A. A. Porter, Pres.-Pub.	A. A. Porter			R. A. Porter	
RACINE 67,530	Journal-Times (e) 18,971	.10	.075	(R) (AP, UP, INS, US) (†) (ROP-3) (4¢, 20¢w) (1)	Journal-Times Co. F. R. Starbuck, Pres.-Pub.	Frank Lovell (me)	Sid Kaye Keith Brehm (sp) Frank Lovell (Su)	H. R. LePoidevin H. Larsen (cm)	D. D. Karstedt H. R. LePoidevin (n) Geo. Westrich (cl)	T. Jude
RHINELANDER 8,019	News (e) 2,567	.03	...	(I) (AP) (†) (5¢, 15¢w, 65¢m, $2) (92a-133a)	Rhinelander Pub. Co. F. J. Russell, Jr., Pres.	Clifford G. Ferris Kris Gilbertson, Jr.	George Craig (sp)	Clifford G. Ferris George Craig (cm)	W. H. Yankee Myrtle Borchardt (cl)	J. Johnson
RIVER FALLS 3,000	Sentinel (m) 3,356	.025	.025	(I) (UP) (†) (J) (3¢, 40¢m) (63)	Neill Ptg. Co. Jas. A. Neill Pres.-Pub.	Ken. F. Neill	Ardell E. Neill Ray J. Baird (sp)	Jas. A. Neill Bernard Johnson (cm)	Ken. F. Neill Jas. A. Neill (n) Gladys Neill (cl)	La Verne Erickson Geo. Olson (j)

(Continued on page 100)

You make more money selling this BIGGER PROFIT MARKET

THESE ADVANTAGES ADD TO YOUR PROFITS

1. ONE-PAPER COVERAGE
Most complete one-paper coverage in any city of 500,000 or more.

2. VOLUME CIRCULATION
Only six cities in the United States have a larger daily newspaper.

3. POCKETBOOK OPENER
Only three newspapers in the country publish more retail advertising.

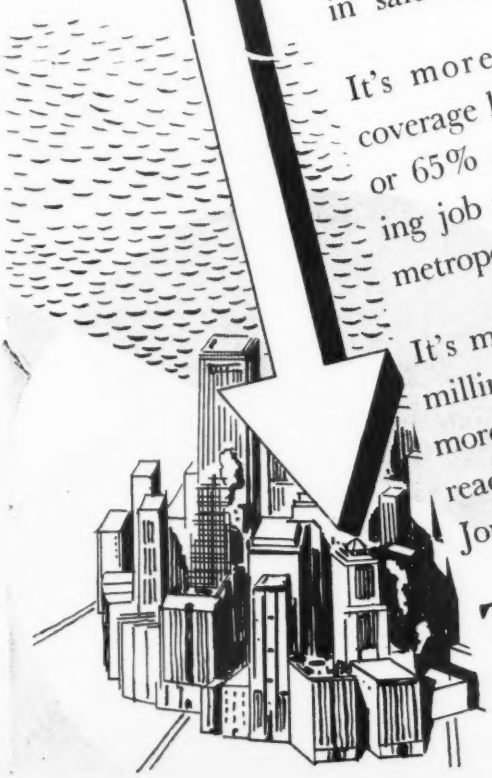
4. LOW MILLINE RATE
Among the leading newspapers in the 30 largest cities, only three have a lower milline rate.

5. CONSUMER ANALYSIS
A sixteen-year record of buying habits saves costly marketing mistakes.

Study the tabulation above and you can readily see why Milwaukee is the ideal "advertiser's market," big not only in sales volume but in profit opportunities.

It's more profitable to sell Milwaukee because one-paper coverage here is not mere dominance or a majority, not 55% or 65% coverage, but 85%! The Journal alone does a selling job which cannot be matched for completeness in other metropolitan centers without using two or more papers.

It's more profitable to sell Milwaukee because The Journal milline rate of $1.60 is one of the lowest in the country. It's more profitable, too, because of an exceptionally responsive readership—as shown by a retail advertising volume in The Journal exceeded by only three newspapers in the country.



THE MILWAUKEE JOURNAL
FIRST BY MERIT

O'MARA & ORMSBEE, Inc., New York, Chicago, Atlanta, Detroit, Los Angeles, San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, if Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SHAWANO 4,188	Leader (e) 3,920	.035	...	(I) (AP) (†) (J) (3¢) (133a)	Leader Pub. Co. Chas. Piehl, Pres.	Byron F. Heal David Hodgins	Norma Steinberg David Hodgins (sp)	Byron F. Heal Robert Doran (cm)	Walter Fellens L. C. Katzenmeyer (cl)	G. Frank B. F. Heal (j)
SHEBOYGAN 39,251	Press (e) 19,544	.08	.08	(D) (AP, UP) (†) (ROP-2) (J) (5¢, 18¢w, 75¢m, $2) (114)	Press Pub. Co. C. E. Broughton, Pres.-Pub.	C. E. Broughton	W. J. Pfister Dick Jarvis (sp)	H. H. Born (bm) O. Stielow (cm)	C. M. Wondergem H. H. Born (n) E. L. Rich (cl)	G. Brand C. Born (j)
STEVENS POINT 13,623	Journal (e) 6,664	.045	.035	(I) (AP) (†) (J) (3¢, 15¢w, 65¢m, $1.50) (none)	Journal Ptg. Co. F. W. Leahy, Pres.-Pub.	Guy W. Rogers	James W. Hull F. R. Strand (sp)	Guy W. Rogers Allan Leahy (bm) Weldon C. Leahy (cm)	Allan Leahy H. K. Rothrock (cl)	Geo. W. Butler G. C. Cashin (j)
STOUGHTON 4,497	Courier-Hub (e)	.035	...	(I-R) (UP) (†) (3¢) (133a)	Courier-Hub. Pub. Co. H. W. Quirt, Pub.	H. W. Quirt Claire Onagard	C. Onagard C. Hippenmeyer (sp)	H. W. Quirt S. Klaboe (cm)	Edna Lund (n)	.....
SUPERIOR 36,113	Telegram (e) *12,959	.09	...	(I) (AP, UP) (†) (†) (J) (5¢, 20¢w, $3) (18)	Evening Telegram Co. Morgan Murphy, Pres.-Pub. (*Note: Audit Report 12 mo. ending Sept. 30)	Seegar Swanson	.....	Clough Gates Paul Skamser (bm)	Max Lavine Lee Phillips (n) A. Drakenberg (cl)	Elmer Olson John Green (j)
TWO RIVERS 10,083	Reporter (e) 3,226	.035	...	(I) (AP) (†) (3¢, 15¢w, $1.50) (18)	Two Rivers Reporter, Inc. Morgan Murphy, Pres.	Seymour Althen	Seymour Althen Duke Bridges (sp)	R. T. Bayne J. M. Barenbaum (bm) Kathleen V. Schnorr (cm)	J. M. Barenbaum	R. Scherer
WATERTOWN 10,613	Times (e) 5,176	.035	.03	(I) (AP, UP) (†) (J) (3¢, 15¢w, 65¢m, $2) (41-133a)	Times Pub. Co. John D. Clifford, Pres.-Pub.	John D. Clifford	Clarence Wetter Edward Byrnes (sp)	John D. Clifford S. J. Friedman (bm) Gary Ponath (cm)	S. J. Friedman H. Riffle (cl)	R. Norton Al Strop (j)
WAUKESHA 17,176	Freeman (e) 5,377	.04	.032	(I-R) (UP) (†) (ROP-1) (J) (3¢, 15¢w, 65¢m, $2) (none)	Freeman Ptg. Co. Henry A. Youmans, Pres.	Henry A. Youmans Jas. J. Johnston	Fred Zury (ce) Alphons John (sp)	W. R. Jaeger W. E. Edwards (cm)	Gilber Koenig Charlotte Seybold (cl)	F. A. Coles Geo. Ehrlich (j)
WAUSAU 23,758	Record-Herald (e) 9,894	.05	.05	(I) (AP) (5¢, 20¢w, 87¢m, $2.50) (104)	Record-Herald Co. J. C. Sturtevant, Pres.-Pub.	Mark R. Byers (me)	E. R. Boileau David Christensen (sp)	W. F. McCormick (bm) M. A. Nelson (cm)	W. A. Payne R. H. Stine (n) Blaine Williams (cl)	E. N. Peterson
WISCONSIN RAPIDS 8,726	Tribune (e) 6,559	.045	.035	(I) (AP) (†) (ROP-1) (5¢, 20¢w, $3) (92a)	Wisc-Rapids Tribune Co. Wm. F. Huffman, Pres.-Pub.	Carl E. Otto	Chas. Treleven (sp)	Wm. F. Huffman Geo. T. Frechette (bm) Harold Larson (cm)	G. T. Frechette Harold Larson (cl)	R. Kruger

WYOMING

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, if Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CASPER 16,619	Tribune-Herald (e) 7,812 Sunday edition (S) 7,930 Times (m) 3,436	.07 .07 .04	... ... .035	(I) (AP) (†) (5¢d) (54) (D) (AP) (†) (J) (5¢, 28¢m, 70¢) (none)	Natrona Co.-Tribune, Inc. J. E. Hanway, Pres. Times Pub. Co. H. L. Bieber, Pres.-Pub.	J. E. Hanway R. E. Evans (me) F. W. Fenwick	E. P. Martin Jack Sellers (sp) R. E. Evans (Su) L. K. Musser (sp)	E. E. Hanway Murl Hendrickson (cm) H. L. Bieber F. W. Bassett (cm)	E. E. Hanway C. F. Perry (n) Helen Hanway (cl) J. W. Carney M. Brecht (cl)	G. Peck W. S. Bustard A. E. Macoubrie (j)
CHEYENNE 17,361	Wyoming Eagle (m) 10,029 Wyoming State Tribune & Leader (e) 9,586 Combined daily (me) 19,615 Sunday edition (S) 9,658	... ... .11 .08	... ...	(D) (R) (AP, UP) (†) (ROP-1) (5¢, 15¢w-e, 8¢w-m, $2) (104)	Cheyenne Newspapers, Inc. Tracy S. McCraken, Pres.-Pub.	Tracy S. McCraken (m) John C. Thompson (e)	Louis Phillips (e) Irene Bohl (m) Bud Hoffman (sp-m) Louis Bates (sp-e) Louis Phillips (su)	Tracy McCraken O. B. Koerfer (bm) Ohlen Rehm (cm)	Don Clair Emma Weiss (cl)	C. Lewis
GILLETTE 2,340	Journal (e) 1,500	.025	...	(I) (AP) (J) none)	Harmon C. Rice	Harmon C. Rice Anna Uts	Lucille George Wm. Carroll (sp)	Harmon C. Rice Mary A. Rice (bm-cm)	Richard Meyer Paul R. Meyer (n) Paul Holsinger (cl)	H. Tinne
	News-Record (m) 1,632	.03	.03	(I) (UP) (†) (J) (3¢, 25¢m) (69)	A. A. Schlaht and Arthur Nisselius, Pubs.	A. A. Schlaht (me)				A. Nisselius (j)
LANDER 1,826	Post (e) 861	.025	...	(I-D) (AP) (†) (J) (none)	DeLaskie Miller	DeLaskie Miller	Dorothy Hudson	DeLaskie Miller Joe Williams (cm)	DeLaskie Miller	G. Frazeir
LARAMIE 8,609	Republican-Boomerang (e) 2,110 Sunday edition (S) 2,109 Bulletin (m) 3 282 Combined (me) 5,392	... ... .04 ... ... .06	... ...	(R) (AP, UP) (†) (5¢, 7¢wm, 10¢we) (104) (D)	Laramie Newspapers, Inc. T. S. McCraken, Pres. C. S. Greenbaum & J. A. Dalton, Pubs.	C. S. Greenbaum (ce-Su) J. A. Dalton (m)	E. H. Linford (ce-e-Su). Ed. Goodykoonta (ce-m) Larry Birleffi (sp-m) Keith Osborn (sp-e)	C. S. Greenbaum H. N. Smith (cm)	W. S. Sopris C. S. Greenbaum (n) W. Williamson (cl)	J. A .Dalton
RAWLINS 4,868	Republican-Bulletin (m) 1,957	.03	.03	(R) (UP) (†) (J) (5¢, 25¢w, $2.50) (131)	Rawlins Republican Co. R. H. Alcorn, Pres.	R. H. Alcorn W. L. Alcorn	W. L. Alcorn Alice Kenney (su)	W. F. Daley (bm) Beatrice Alcorn (cm)	E. J. Heavey	R. H. Alcorn
ROCK SPRINGS 8,440 10,900 Pub. est.	Rocket (m) 3,889	.04	.036	(D) (UP) (†) (J) (3¢, 7½¢w, 30¢m, $1) (104)	Rock Springs Pub. Co. Tracy S. McCraken, Pres. D. G. Richardson, Pub.	D. G. Richardson H. C. Brock	Henry Brock Walter Hetler (sp)	D. G. Richardson Tom Cole (cm)	Geo. Schmidt D. G. Richardson (n)	R. W. Pray
SHERIDAN 8,576	Press (e) 6,040 Sunday edition (S) 6,192	.05 .05	... ...	(I) (AP, UP) (†) (J) (5¢, 15¢w, 65¢m, $2) (54)	Sheridan Press, Inc. L. L. MacBride, Pres.-Pub.	L. L. MacBride	Robt. J. Lamb Walter Harris (sp)	L. L. MacBride Bethel Blum (cm)	Ralph Blackledge	L. F. Jezewski
WORLAND 9,139	Northern Wyo. News (m) 2,190	.035	...	(I) (UP) (†) (J) (5¢, 8¢w) (104)	Big Horn Basin Newspapers, Inc. Tracy S. McCraken, Pres. Ted O'Melia, Pub.	Ted O'Melia	Robt. Johnson	Ted O'Melia Elmer Downing (cm)	Ted O'Melia Helen Shoemaker (cl)	N. Clark

ALASKA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, if Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANCHORAGE 2,777	Times (e)	.035	...	(I) (AP) (10¢) (131)	Times Pub. Co. I. Bayles, Pres. R. B. Atwood, Pub.	Robert B. Atwood Norman C. Brown	Norman C. Brown	.....	.....	.....
FAIRBANKS 2,101	News-Miner (e) 1,691	.04	...	(I) (AP) (J) (10¢, $2m, $5) (28-130)	Tanana Pub. Co. A. E. Lathrop, Pres.	C. R. Settlemier	.....	C. R. Settlemier C. A. Bryant	C. R. Settlemier	C. H. Scheffler
JUNEAU 4,043	Alaska Empire (e) 2,860	.04	.04	(I) (AP) (†) (J) (10¢, $1.25m) (28-130)	Empire Ptg. Co. Helen Troy Bender, Pres.	Helen Troy Bender	Elmer A. Friend Robt. A. Henning (sp)	R. L. Bernard Albert Zenger (cm)	Geo. L. Willey	R. G. Day
	Alaska Press (e) 2,920	.04	.04	(I) (UP) (J) (5¢, 75¢m, $2.50) (131)	Capital Pub. Co., Inc. E. S. Evans, Pres.-Pub.	E. S. Evans	Albert Anderson Lewis Gaffney (sp)	E. S. Evans J. Rodenberg (cm)	John McManamin	A. E. Lind
KETCHIKAN 3,796	Chronicle (e) 1,225	.036	.019	(I) (AP) (†) (J) (5¢, 10¢Sat, $1m, $3) (53)	Journal Ptg. Co.	Roy Anderson Gene Brice	Winston Goss Abe Hagiwara (sp)	Roy Anderson W. C. Jahrig (cm)	Richard Becker	R. R. Spaeth M. J. Potter (j)

COMMONWEALTH OF PHILIPPINES

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, if Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MANILA 300,000	Bulletin (m) 14,163	.04	.04	(AP, UP) (5¢, $1m) (131)	Bulletin Pub. Co. Carson Taylor, Pres.-Pub.	Roy Bennett	Fred Wilkins Ralph Hawkins (sp)	Roy Bennett Leslie E. Moote (cm)	Harold A. Linn Mary Halpick (cl)	.....
	Herald (e) .... Saturday edition (Sat)	.045 .055	... ...	(I) (UP) (101)	Peoples Press, Inc. Carlos D. Romulo, Pub.	Vincentes A. Pacis Mauro Pacis	V. A. Pacis	Carlos P. Romulo Modesto Farolan (bm)	D. L. Brodt	.....
	El Debate (Spanish) (m) .... Sunday edition (S)	... ...	... ...	(I) (UP) (101)	Carlos P. Romulo	Augusto Ramirez (me)	.....	Modesto Farolan (bm)	Chester DuClos	.....
	Mabuhay (Tagalog) (m) .... Sunday edition (S)	... ...	... ...	(I) (UP) (101)	Carlos P. Romulo	Amado V. Hernandez	.....	Modesto Farolan (bm)	Chester DuClos	.....

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES

ALBERTA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CALGARY 83,362	Albertan (m) 13,922x Saturday edition (Sat) 16,083x	.08 ...	.06 ...	(I) (Can P) (†) (ROP-1) (J) (5¢, 25¢w, $1.10m, $2-$3) (C8-72)	Albertan Pub. Ltd. Gordon Bell, Pres.	P. C. Galbraith (me)	A. M. Raymond Wm. T. Hall (news) Harry Scott (sp)	P. C. Galbraith G. M. Bell (bm) G. M. Cameron (cm)	W. A. Anderson B. Marshall (cl)	E. C. Kadwell C. Neal (j)
	Herald (m) 28,548x	.11	.08	(I) (Can P, BUP, AP, NANA) (†) (5¢, 25¢w, $3) (C22-31)	South Western Pub., Ltd. Col. J. H. Woods, Pres.	O. L. Spencer (mgr-dir)	Mervyn Moore Robt. Mamini (sp)	J. D. Southam (bm) A. J. Hilliker (cm)	H. H. Newcombe F. E. Marshall (cl)	F. Milne
EDMONTON 79,197 89,907 (1936 est.)	Bulletin (e) 14,185x	.07	.07	(I) (CanP, BUP) (†) (J) (5¢, 20¢w, $2.50) (C8-72)	Alberta Free Press, Ltd. Chas. E. Campbell, Pub.	John Howey Wm. de Graves	J. DeProse Jack Kelly (sp)	Robt. J. Robb (bm) H. L. Watson (cm)	T. N. Dwan R. J. Robb Don McNeil (cl)	Marsh Hodgins E. E. Pfrimmer (j)
	Journal (e) 31,320x	.11	.11	(I) (CanP) (†) (5¢, 20¢w, $2.50) (C22-134-E-2).	North Western Pub., Ltd. F. N. Southam, Pres. John M. Imrie, Pub.	A. B. Watt F. M. Gerrie	D. M. MacDougall G. Mackintosh (sp)	John M. Imrie W. A. MacDonald (bm) W. H. Campbell (cm)	G. B. Cooper R. W. Horn (cl)	W. A. MacDonald
LETHBRIDGE 13,489	Herald (e) 7,136	.04	...	(I-L) (CanP) (†) (J) (5¢, 25¢w, $1.10m, $2.50cty, $2-Ctry) (37)	Herald Co., Ltd. W. A. Buchanan, Pres.	W. A. Buchanan H. G. Long	C. F. Steele D. Matthews (sp)	W. A. Buchanan John Torrance (bm) S. A. Buchanan (cm)	John Torrance R. D. MacQueen (cl)	S. N. Trew T. E. Evans (j)
MEDICINE HAT 10,310	News (e) 1,641	.025	.02	(L) (CanP) (†) (J) (5¢, 25¢w, $3) (none)	Medicine Hat News, Ltd. L. N. Laidlaw, Pres.	A. J. N. Terrill	T. A. Maxwell Bob. Tufts (sp)	T. R. Osborne R. Worth (cm)	T. R. Osborne I. Morrison (n) R. J. Worth (cl)	E. McB. Forbes E. Downing (j)

BRITISH COLUMBIA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NANAIMO 6,745	Free Press. (e)	....	.03	...	(I) (Can P) (†) (none)	E. R. Norris, J. J. Begg, O. Norris, R. J. Stewart, Pubs.	Geoffrey Yates	W. E. Philpott	E. R. Norris (Sec'ty) Geo. Summerfield (cm)	Geo. Summerfield	E. R. Norris
NELSON 5,996	News (m) 5,759x	.04	.03	(I) (CanP) (†) (ROP-1) (J) (5¢, 25¢w, $1.10m, $2.50) (none)	News Pub. Co., Ltd. R. F. Green, Pres. F. F. Payne, Pub.	F. F. Payne H. H. Currie	Eric Ramsden Don Fleming (sp)	F. F. Payne E. S. Planta (bm) C. W. Ramsden (cm)	J. B. Stark E. S. Planta (n) Miss J. M. Robertson (cl)	D. A. Darough N. S. Fawcett (j)
NEW WESTMINSTER 17,221	British Columbian (e) 5,422	.04	.035	(C) (UP) (†) (J) (3¢, 18¢w) (25)	Columbian Co., Ltd. Robie Reid, K. C., Pres. Hon. J. D. Taylor, Pub.	D. F. Marshall C. D. Taylor	D. F. Marshall R. Macey (sp)	I. G. MacFarlane J. Elding (cm)	W. R. Ballyntine D. Malcolm (cl)	J. T. Burnett T. Bowman (j)
PRINCE RUPERT 6,350	Empire (e) 1,076	.0715	...	(I-C) (5¢) (none)	S. M. Newton	.....	.....	.....	.....	.....
	News (e) 1,605	.04	...	(CanP) (†) (J) (5¢) (103-61)	Daily News, Ltd. H. F. Pullen, Pres.	H. F. Pullen	G. A. Hunter	H. F. Pullen L. F. Brooksbank (cm)	H. F. Pullen L. F. Brooksbank (cl)	T. Fraser
TRAIL 7,573	Times (e) 3,063	.03	.03	(I) (CanP) (†) (J) (5¢, 10¢w, $2.50) (none)	Trail Times, Ltd. Hon. R. F. Green, Pres. W. A. Curran, Pub.	N. M. McKelvie W. A. Curran	Gordon Kelly Clayton Kennedy (sp)	W. A. Curran W. Polonikoff (cm)	L. C. Way	M. R. Cumming L. Hornett (j)
VANCOUVER 246,593 200,816 (ABC City)	News-Herald (m) 20,903	.075	...	(I) BUP) (ROP-2) (J) (3¢, 12½¢w, 50¢m) (28)	News-Herald, Ltd. D. A. Hamilton, Pres. Roy H. Robichaud, Pub.	J. N. Kelly	T. H. Wilson W. Dunford (sp)	R. H. Robichaud H. E. Bendickson (cm)	R. L. Raycraft Joe F. Price (n) Bertha Mason (cl)	D. Duguid
	Province (e) 83,044	.18	.13	(I) (AP, CanP, NANA, NYT) (3¢d, 10¢Sat, 75¢m, $2d, $7Sat) (C22-134)	Vancouver Province, Ltd. F. J. Burd, Pres.	W. L. MacTavish R. T. Elson (news)	H. Koshevoy W. Forst (sp) C. O. Scott (Su)	M. E. Nichols (man-dir) John Russell (bm) F. E. Henderson (cm)	W. A. Green B. M. Carter (asst. ad. mgr) L. J. Cummings (cl)	W. W. Southam
	Sun (e) 67,823	.17	.105	(I-L) (AP, UP, CanP, BUP) (†) (ROP-1) (J) (3¢d, 10¢Sat 25¢w, 75¢m, $2d, $1.50Sat) (C16-72-E-2)	Sun Pub. Co., Ltd. P. J. Salter, Pres.-Pub.	Roy Brown G. H. Sallans	P. Terry Hal Straight H. A. Stein (Sat)	P. J. Salter H. F. Gates (cm)	G. A. Cran A. H. Middleton (n) H. E. Richardson (cl)	A. W. Lutner S. Humphreys (j)
VICTORIA 39,082	Colonist (m) 12,418 Sunday edition (S) 17,872	.075 .075	.06 .06	C) (CanP, BUP) (†) (J) (5c, $1m, $2.50) (31)	Colonist P. & P. Co., Ltd., Ly. H. T. Matson, Pres. Mrs. A. T. Matson, Pub.	Charles Swayne	H. B. MacDonald J. Delahaunty (sp) H. MacCullum (Su)	A. G. Hawkins (cm)	A. T. Stewart	H. Buckle E. A. Gallop (j)
	Times (e) 12,071 Saturday edition (S) 14,503	.07 .07	... ...	(L) (CanP) (AP) (†) (5¢) (37)	Times P. & P. Co., Ltd. J. W. Spencer, Pres.	Kenneth Drury	H. A. Wills L. M. Galloway (sp)	W. B. Monteith R. G. Thomson (bm) A. Jones (cm)	W. A. Patterson	.....

MANITOBA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BRANDON 17,082	Sun (e) 4,098	.025	.025	(I-C) (CanP) (†) (J) (5¢, 15¢w, $1) (C8)	Sun Pub. Co., Ltd. J. B. Whitehead, Pub.	E. C. Whitehead Wm. Noakes	H. L. Crawford (sp)	E. C. Whitehead (bm) T. W. Pue (cm)	L. V. Smith	Geo. Fletcher
PORTAGE LA PRAIRIE 6,574	Graphic (e) 1,250	.015	.015	(I) (CanP) (†) (J) (5¢, 10¢w, 40¢m, $2)(none)	Graphic-Liberal Ptg. Co., Ltd. N. S. Smith, Pres.	M. H. Collins N. S. Smith	M. H. Collins	N. S. Smith	Maude Hawley-Smith	N. S. Smith
THE PAS 4,030	Northern Mail (e)	....	.03	...	(I) (CanP) (5¢) (none)	Northern Mail, Ltd. Gordon Bell, Pres. P. C. Galbraith (Mgn-Dir)	Robert Taylor		A. J. Roper D. Lindsay (cm)		J. Trager
WINNIPEG 222,454 288,182 (1938 Est.)	Free Press (m) 4,443 Free Press (e) 60,312 Combined daily (me) 64,755	... ... .16	... ... .14	(I-L) (CanP, BUP, CDN) (†) (ROP-3) (5¢d, 10¢ Sat, 25¢w, $2 ctry, $3 cty) (C9-37)	Winnipeg Free Press Co., Ltd. J. W. Dafoe, Pres.	J. W. Dafoe (Ed-in-ch) G. V. Ferguson D. B. Rogers (asst me)	A. E. H. Coo (news) H. C. Wolfe (cs) E. A. Armstrong (sp)	Victor Sifton Wm. Lord (bm) J. D. Cameron (cm)	Harry Saul	J. R. Owen
	Tribune (e) 38,152	.11	.10	(I) (CanP, NANA, AP, SC) (†) (ROP-1) (5¢d, 10¢Sat, 25¢w, $1.08m, $3d. cty, $5 Sat. cty, $2d ctry, $5 Sat ctry) (C22-31)	Tribune Newspaper Co., Ltd. F. N. Southam, Pres. W. McCurdy, V.P.-Mgn.-Dir.	John Bird F. J. O'Malley	Allen Bill (news) W. E. Oler (cs) C. V. Combe (Mag)	A. W. Moscarella (bm) Geo. E. Haston (Secy.-Treas.) C. R. Hudson (cir-dir)	I. H. Macdonald (ad-dir) D. B. Hinman (n) S. T. Bardal (loc) R. E. Dawkins (cl)	James Birkett

NEW BRUNSWICK

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
FREDERICTON 8,830	Gleaner (e)	....	.03	...	(2¢) (none)	Gleaner, Ltd.	.....	.....	.....	.....
MONCTON 20,689	Times (m) 6,867	.03	.03	(L-C) (CanP) (†) (J) (3¢, 15¢w, 50¢m, $2) (none)	Times Ptg. Co. F. R. Sumner, Pres.	David Greig J. C. Keating	C. J. Ganong Doug How (sp)	J. C. Keating L. Dorman (cm)	J. C. Keating	C. J. Wilson Larry O'Neill (j)
	Transcript (e) 6,900	.03	.03	(I-L) (CanP) (†) (J) (3¢, 15¢w, 50¢m) (C4)	Moncton Transcript, Ltd. Sen. C. W. Robinson, Pres. J. K. Grainger, Pub.	B. S. Robb J. K. Grainger	J. E. Belliveau Wm. Hutchinson (sp)	J. K. Grainger Greta Ayer (bm) W. Neal (cm)	E. MacWilliam Miss E. Lundie (cl)	H. Strugnell
ST. JOHN 37,514 59,887 (City Zone)	Telegraph-Journal (m) 20,097 Times-Globe (e) 15,178 Combined daily (me) 35,275	... ... .12	... ... .12	(I) (CanP) (†) (3¢, 18¢w, $2.25) (104-103)	New Brunswick Pub. Co., Ltd. J. D. McKenna, Pres.	F. X. Jennings	A. H. Stewart (m) D. R. Smith (e) H. Osborne (sp)	T. F. Drummie L. W. Bewick (bm) F. G. Connolly (cm)	P. H. Butler L. W. Bewick (n) J. McGowan (cl)	H. J. Whyte

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

NOVA SCOTIA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AMHERST 7,450 4,000 (1938 est.)	News (e) 1,625	.02	.015	(C) (BUP) (†) (J) ($3 $12w, $2) (none)	News-Sentinel, Ltd Hon. Percy C. Black, Pres. Ronald M. Ross, Pub.	N. S. Sanford	Ronald M. Ross D. W. Andres (sp)	Ronald M. Ross Mrs. Maude Welch (bm) Mrs. J. MacPherson (cm)	John C. Walsh	L. Bell R. B. Amos (j)
GLACE BAY 21,000	Gazette (e) 7,671	.03	...	(I) (CanP) (†) (3¢) (103-104)	Gazette Pub. Co. A. D. Macneil, Pres.-Pub.	J. MacDonald A. D. Macneil	J. MacDonald C. C. Ogilvie (sp)	A. D. Macneil M. A. Macneil (cm)	D. C. Macneil M. Macneil (cl)	C. Demont
HALIFAX 59-275 78,915 (City zone)	Chronicle. (m) 14,800 Star (e) 13,179 Combined daily (me) 27,979	... ... .11	... ...	(I-L) (CanP) (†) (3¢, 18¢w) (C7-72)	Chronicle Co., Ltd. Hon. F. B. McCurdy, Pres.-Pub.	W. G. Allen (me)	W. J. Foley (sp)	J. R. Macleod J. S. MacLean (bm) W. B. Mantin (cm)	Graham Macleod A. G. Sampson (n) J. E. Hanrahan (cl)	C. W. Dillman
	Herald (m) 30,726 Mail (e) 27,120 Combined daily (me) 57,846	... ... .16	... ...	(I-C) (CanP) (†) (ROP-3) (3¢, 18¢w, $2.25) (C17-42)	Halifax Herald, Ltd. Mrs. Agnes Dennis, Pres. Sen. W. H. Dennis, Pub.	E. E. Kelley R. J. Rankin	C. R. McElhiney (co-m) F. W. Doyle (co-e) A. Nickerson (sp)	A. W. Robb G. H. Gillis (cm)	M. Livingston (loc) A. W. Robb (n) W. H. Whitten (cl)	P. Doherty
NEW GLASGOW 8,858 16,743 (City zone)	News (e) 3,112	.02	.018	(C) (CanP) (†) (J) (3¢, 18¢w, $2) (none)	Scotia Printers, Ltd J. R. H. Sutherland, Pres.	J. R. H. Sutherland	Wm. Gammon George McKay (sp)	J. R. H. Sutherland Warren Flockhart (bm) James Tibbitts (cm)	Warren Flockhart Miss Helene Brown (n) Miss B. Matheson (cl)	F. S. Moore J. W. H. Sutherland
SYDNEY 23,089	Post-Record (e) 13,867	.06	...	(CanP) (5¢) (60-103)	Post Pub. Co., Ltd. H. P. Duchemin	Roy D. Duchemin H. P. Duchemin	Roy D. Duchemin R. Urquhart (sp)	H. P. Duchemin (man-dir) Clifford LeCouteur (bm) Roy Harris (cm)	C. LeCouteur (n)	J. C. Gavelle
TRURO 7,901	News (e) 1,451	.015	.014	(I) (CanP) (†) (2¢, 12¢w, 40¢m, $1.25-$1) (none)	News Pub. Co., Ltd. A. R. Coffin, Pres.	G. E. Herman	Geo. E. Herman	A. R. Coffin W. B. Foster (cm)	W. B. Foster	A. W. Doane

ONTARIO

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BELLEVILLE 14,411	Ontario-Intelligencer (e) 5,758	.03	...	(I) (CanP) (3¢) (none)	W. H. Morton	F. Rathman	C. Tice K. Collins (sp)	B. Ashley (bm)	A. Davies	Jas. Cordes
BRANTFORD 30,107	Expositor (e) 12,048	.05	...	(I) (CanP) (AP) (†) (3¢) (none)	Preston & Sons, Ltd. W. B. Preston, Pres.	H. B. Christie W. B. Preston	A. T. Whitaker Alan Rose (sp)	W. B. Preston F. W. Pollard (bm) G. L. Bowden (cm)	J. H. Johnson	W. B. Shaw
BROCKVILLE 9,736	Recorder & Times (e) 4,721	.02	.02	(I-L) (CanP) (J) (3¢, 15¢w, 60¢m, $1.50) (none)	Recorder Ptg. Co., Ltd. Rt. Hon. Geo. P. Graham, Pres.	H. R. Morgan	Thos. Major C. E. Amonde (sp)	W. J. Moore A. Moore (cm)	J. Edwards	E. L. Hill
CHATHAM 14,599	News (e) 7,641	.035	.04	(I) (NEA, CanP, HS) (†) (ROP-2) (3¢, 15¢w, 65¢m, $1.75) (none)	Daily News, Ltd. E. C. Young, Pres.	R. W. Angus	Jos. Emmott W. Scurr & A. Cartier (sp)	J. K. Stewart (bm) J. R. MacDonald (cm)	J. M. Bowers J. K. Stewart (n) Miss V. Long (cl)	Ralph Edwards
FT. WILLIAM 26,082	Times-Journal (e) 6,778	.03	.03	(I) (CanP) (†) (J) (5¢, 15¢w, $2) (none)	Times-Journal, Ltd. James Murphy, Pres. D. Smith, Pub.	J. R. Lumby	W. H. Belford F. W. Edwards (sp)	D. Smith A. Angus (cm)	G. A. Johnston E. Prout (cl)	P. J. O'Shea J. A. Doak (j)
GALT 14,006	Reporter (e) 6,030	.03	.02	(I) (CanP) (3¢, 15¢w, 65¢m, $1.50) (none)	Galt Pubs., Ltd Allan Holmes, Pres.-Pub.	Earl Werstine Allan Holmes	H. V. Marshall A. T. Steel (sp)	Allan Holmes Lorne Johannes (cm)	J. E. Slaight	G. Hogan
GUELPH 21,175	Mercury (e) 7,501	.04	.04	(I) (CanP) (†) (3¢, 15¢w, $1.75) (none)	Mercury, Ltd E. C. Young, Pres.-Pub.	A. M. Macalister	Jos. Collins Wm. Coulter (sp)	G. C. Humphrys (bm) T. J. Collins (cm)		G. A. Humphries
HAMILTON 155,547	Spectator (e) 56,220	.14	.11	(I) (CanP, AP, UP) (†) (2¢, 15¢w, $1.30) (C22-31)	Hamilton Spectator, Ltd Southam Co., Ltd., Pubs. F. N. Southam, Pres.	F. I. Ker J. A. McKenty	J. G. O'Neil W. C. McMullen (sp)	F. I. Ker A. G. Muir (bm) F. L. Britton (cm)	R. S. Davis	
KINGSTON 23,439	Whig-Standard (e) 10,615	.045	.04	(I) (CanP) (†) (3¢, 18¢w, 78¢m, $2.33⅓) (127)	Whig-Standard Co., Ltd. W. R. Davies, Pres.-Pub.	W. Rupert Davies Geo. McCracken (asso-ed.)	Wallace Muir W. J. Walshe (sp)	Arthur L. Davies H. B. Cowan, Jr. (cm)	W. J. Coyle	
KITCHENER 30,261	Record (e) 13,282	.045	.04	(I) (CanP) (J) (3¢, 15¢w, (none)	News-Record, Ltd. Hon. W. D. Euler, Pres.	A. H. Lowe J. E. Motz	A. H. Lowe Vic McKenty (sp)	W. J. Motz C. E. Cornell (bm) J. E. Fehrenbach (cm)	T. H. Kay Miss M. Morrison (cl)	W. Besserer
LINDSAY 7,598	Post (e) 1,559	.03	...	(3¢) (none)	Geo. H. Wilson					
LONDON 71,148	Free Press (m) 29,286 Free Press (e) 21,624 Combined daily (me) 50,910	... ... .12	... ... .12	(I) (CanP) (†) (ROP-2) ($3) (none)	Free Press Ptg. Co. W. J. Blackburn, Pres.-Pub.	A. R. Ford	C. E. Carruthers W. H. Rhodes (sp)	Charles Thomas R. A. Baker (bm) G. Mitchell (cm)	E. W. Gunn H. J. Hamilton (cl)	M. Parkinson
NIAGARA FALLS 19,046	Review (e) 6,823	.03	.02	(I) (CanP) (†) (J) (3¢, 15¢w, 65¢m, $2.10) (none)	F. H. Leslie, Ltd F. H. Leslie, Pres.	J. M. Cowan	J. M. Cowan Wm. Gagnon (sp)	F. H. Leslie A. Furney (cm)	D. N. Fielding	P. Lotocky C. Styles (j)
OSHAWA 23,687	Times (e) 2,578	.03	...	(I) (†) (J) (none)	Times Pub Co. of Oshawa, Ltd. C. M. Mundy, Pres.	G. K. Brown	George H. Campbell (sp)	A. R. Alloway H. Boyce (cm)	Thos. L. Wilson A. R. Alloway (n)	H. Cowley
OTTAWA 126,972 182,691 (ABC City)	Citizen (m) 6,752 Citizen (e) 26,723 Combined daily (me) 33,475	... ... .11	... ... .09	(I-L) (CanP) (†) (3¢, 18¢w, $2.10) (C22-120)	Citizen Pub. Co., Ltd. W. M. Southam, Pres.	C. A. Bowman R. L. Brindley	M. Yarrow T. T. Shields (sp)	H. S. Southam J. P. Kenney (bm) E. B. Brackenbury (cm)	E. B. Brackenbury F. W. Crabbe (n) V. M. Young (cl)	P. H. Burke
	(Le) Droit (e) 19,801	.07	.06	(I) (AP, CanP, HS) (†) (J) (3¢, 15¢w, 65¢m, $1.85) (none)	Le Syndicat d'Oeuvres Sociales, Ltd. Esdras Terrien, Pres.	Chas. Gautier	Augustin Potvin J. C. D'Aoust (sp)	Edmond Cloutier H. Edmond Lemieux (bm) C. Laplante (cm)	H. Edmond Lemieux O. LaFreniere (cl)	E. Beaudry E. Boudreault (j)
	Journal (m) 7,900 Journal (e) 25,969 Combined daily (me) 33,869	... ... .11	... ...	(I) (CanP, AP, HA) (†) (3¢) (C17-42)	Journal Pub. Co. P. D. Ross, Pres.-Pub.	E. Norman Smith T. G. Lowrey	J. O. Beaudry Walter Gilhooly (sp) M. Taschereau (Su)	R. F. Parkinson (mgn. dir.) E. B. Brackenbury (cm)	J. I. Phillips John Potter (cl)	R. J. Smith
OWEN SOUND 12,839	Sun-Times (e) 7,714	.03	.02	(I) (CanP) (†) (J) (3¢, 15¢w, 65¢m, $1.50) (none)	Fleming Pub. Co., Ltd. Howard Fleming, Pub.	Mark Dulmage (me)	Mark Dulmage R. Payne (sp)	C. J. McTavish D. T. Fleming (cm)	H. R. Moffat C. J. McTavish (n) Paul Storms (cl)	G. Mead
PETERBOROUGH 22,327	Examiner (e) 8,476	.04	...	(I) (AP, CanP) (†) (3¢, 18¢w) (none)	Peterborough Examiner, Ltd. W. Rupert Davies, Pres. H. L. Garner, Pub.	A. R. Kennedy	G. W. Craw C. J. Perdue (sp)	H. L. Garner H. B. Cowan, Jr. (cm)	H. L. Garner	J. H. McCauley
PORT ARTHUR 19,81[illegible]	News-Chronicle (e) 5,498	.03	.03	(I) (CanP) (†) (5¢, 17½¢w, $2) (none)	News-Chronicle Pub. Co., Ltd. E. B. MacKay, Pres.	O. F. Young E. B. MacKay	A. C. MacKay Richard Elliott (sp)	E. B. MacKay D. R. Harrison (bm) Alex Sim (cm)	C. B. Binder Syd Clark (cl)	John Saunders
PORT HOPE 4,723	Guide (e)	.02	.02	(I) (J) (2¢, 10¢w, 40¢m, $1) (none)	Geo. Wilson & Son R. C. Wilson, Pub.	Norman Moore		Ralph C. Wilson	Louis J. Ball	

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ST. CATHARINES 24,703 26,834 (1935 Est.)	Standard (e) **11,481**	.05	.05	(I) (CanP, BUP) (†) (J) (3¢, 15¢w, 65¢m, $1.50) (none)	St. Catharines Standard, Ltd. Henry B. Burgoyne, Pres.-Pub.	Harris L. Walsh H. B. Burgoyne	F. H. Whitelock C. E. Browne (sp)	H. B. Burgoyne H. H. Turnbull (cm)	H. M. Gadsby	W. E. Chadwick Miss R. Birbeck (j)
ST. THOMAS 15,359	Times-Journal (e) **8,365**	.045	.03	(I) (CanP) (†) (3¢, 15¢w, 65¢m, $2) (none)	Times-Journal of St. Thomas, Ltd. L. H. Dingman, Pres.-Pub.	Geo. M. Dingman Thomas Keith (me)	L. B. Birdsall N. D. Whitmore (sp)	L. H. Dingman W. L. Agnew (bm) W. J. Stewart (cm)	E. P. Ray W. L. Agnew (n) C. Evans (cl)	J. Brewer
SARNIA 18,191	Canadian Observer (e) **6,863x**	.03	.03	(I) (CanP) (†) (3¢, 15¢w, 65¢m, $2) (none)	Canadian Observer, Ltd. H. M. Hueston, Pres. H. M. Hueston & A. D. McKenzie, Pubs.	H. M. Hueston	A. W. Tennant O. N. Wilson (sp)	A. D. McKenzie R. J. Knowles (cm)	Carl C. Manore Miss M. MacGregor (cl)	John Peacock
SAULT STE.MARIE 23,082	Star (e) **6,939x**	.05	.03	(I) (CanP) (†) (J) (3¢, 15¢w, 65¢m, $1.91) (none)	Sault Star, Ltd. J. W. Curran, Pres.-Pub.	J. W. Curran Ross MacKay	Fraser MacDougall R. Curran (sp)	J. W. Curran	D. Cohen J. W. Curran (n)	H. Goodship Wm. Powers (j)
STRATFORD 17,742	Beacon-Herald (e) **7,983**	.04	.03	(I) (CanP) (†) (J) (4¢, 20¢w, $2.50) (none)	Beacon-Herald of Stratford, Ltd. L. H. Dingman, Pres.-Pub.	Chas. D. Dingman(me)	T. J. Dolan M. W. Dunnell (sp)	Chas. D. Dingman A. E. O'Loughlin (bm) C. H. Obeay (cm)	J. A. Triller K. Harrison (cl)	M. A. Robinson J. C. R. Waters (j)
TIMMINS 14,200	Press (e) **5,199**	.03	...	(I) (CanP) (†) (J) (5¢) (C6)	Timmins Press, Ltd. Roy H. Thomson, Pres.-Pub.	William Wren (me)	Gwyn Kinsey Edwin Copps (sp)	J. Nolan Sisson D. McFadden (cm)	N. D. Brown John Cook (n) M. Murray (cl)	A. Johnstone
TORONTO 719,103 786,403 (City Zone)	Globe & Mail (m) **162,116**	.27	.17	(I) (APBUP,CanP,NYT) (3¢, 18¢w, 75¢m, $2.10) (C26-E-2, 72)	Globe Ptg. Co. C. George McCullagh, Pres.-Pub.	A. A. McIntosh E. G. Smith	J. J. Dingman	H. G. Kimber H. S. Mark (cm)	W. J. J. Butler R. K. Stocks (cl)	J. Harrison
	Star (e) **215,592** Star Weekly (Sat) **382,918**	.27 .45	.17 .18	(I-L) (AP, UP, CanP, CDN, DJ) (*Sat) (†) (ROP-3, Sat) (J) (3¢d, 10¢Sat, 18¢w-d, 75¢m-d, $2.10d, $8Sat) (42)	Toronto Star, Ltd. Joseph E. Atkinson, Pres.-Pub. Harry C. Hindmarsh (V.P.) J. S. Atkinson (V.P.)	Geo. H. Maitland H. C. Hindmarsh	Gerald M. Brown Fred G. Jackson (sp) T. J. Wheeler (sat)	Fred'k L. Tate (bm) Ralph B. Cowan, K. A. McMillan (cm)	William Wallace W. A. Campbell(n-wkly) W. J. Frost (n-e) Fred'k L. Tate (cl)	A. C. F. West John J. Welsh (j)
	Telegram (e) **141,199**	.26	.17	(I-C) (CanP, BUP, NANA) (†) (3¢, 18¢w, 75¢m, $2.10) (21)	Trustees of J. Ross Robertson Estate, Pubs.	C. O. Knowles	J. H. Fisher J. P. Fitzgerald (sp)	A. T. Chadwick (bm) C. W. Knowles (cm)	R. B. Hara H. Judges (cl)	
WELLAND-PORT COLBORNE 20,303 (City Zone)	Tribune (e) 5,018	.025	.025	(I) (CanP) (†) (3¢, 15¢w, 65¢m, $1.50) (none)	Welland Pubs., Ltd. A. D. McKenzie, Pres.	Henry J. Foster	Thomas N. Morrison	Harry J. Shore M. J. Swords (cm)	Harry J. Shore	O. Clements
WINDSOR 63,108 105,297 (City Zone)	Star (e) **45,406**	.12	09	(I) (CanP, AP, SN, CPC) (†) (ROP-3) (J) (3¢d, 5¢Sat, 20¢w, 87¢m, $2.25, $2.33½d, $3.83½S) (C11-72)	Star Pub. Co. of Windsor, Ltd. Hugh A. Graybiel, Pres.	W. L. Clark W. H. Vaughan (Exec. Ed.) Ellison Young (me)	H. Collins Douglas Vaughan (sp)	Hugh A. Graybiel E. H. Thistlethwaite (bm) C. E. Traunicek (cm)	F. M. Campbell J. F. White (cl)	J. Braddock R. M. Elliott (j)
WOODSTOCK 11,395	Sentinel-Review (e) **6,311x**	.03	.02	(I) (CanP) (3¢, 15¢w, 65¢m, $2) (none)	Woodstock Pubs., Ltd. A. D. McKenzie, Pres.	W. E. Elliott	S. H. Hunter L. Taylor (sp)	C. O. Tatham (bm) J. L. Sutherland (cm)	S. N. Manore E. L. Heard (cl)	W. Tucker (Fore)

PRINCE EDWARD ISLAND

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHARLOTTETOWN 12,361	Guardian (m) **6,011**	.04	...	(I-C) (CanP) (J) (2¢, 10¢w, 40¢m, $1) (C4)	Guardian Pub. Co. J. R. Burnett, Pub.	J. R. Burnett		J. R. Burnett		
	Patriot (e) **4,007**	.02	...	(L) (CanP) (†) (J) (2¢) (none)	Patriot Pub. Co. Hon. F. R. Heartz, Pres.	Reuben Macdonald	C. J. Mitchell D. A. Matheson (sp)	W. A. Gaudet Marion Macmillan (cm)	W. A. Gaudet	J. Coyle

QUEBEC

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MONTREAL 818,577 (Montreal Proper) 1,031,092 (City Zone)	(Le) Canada (m) **12,668**	.06	.06	(L) (CanP) (†) (3¢, 60¢m, $2) (C8-37)	Le Canada Pub. Co., Ltd. R. DeSerres, C. R., Pres.	E. Letellier de Saint-Just	R. Desmarais L. Larivee (sp)	J. N. Chevrier P. Turcot (cm)	L. R. Jette	F. Boulanger
	(Le) Devoir (e) **12,776**	.05	...	(I) (CanP, AP, HS, RA) (J) (3¢) (C4-104)	Imprimerie Populaire, Ltee. Edmond Hurtubise, Pres. Geo. Pelletier, Pub.	Omer Heroux Louis Dupire	Louis Robillard Xiste Narbonne (sp)	Georges Pelletier N. Lafortune (bm) Ubalde Baudry (cm)	A. Montambault N. Lafortune (n)	J. O. Beaudet J. D. Brosseau (j)
	Gazette (m) **33,745**	.10	.10	(I-C) (CanP, AP, NYT) (†) (J) (5¢, 25¢w, $1m, $3.50) (C23-51)	Gazette Ptg. Co., Ltd. John Bassett, Pres.-Pub.	Paul Bilkey Geo. H. Carpenter	Blair Fraser Marc McNeil (sp)	J. S. Miller (bm) Louis T. Colvey (cm)	W. J. C. Sutton	R. J. Burke L. J. Durfy (j)
	Herald (e) **23,345** Saturday edition (Sat) **17,174** L'Illustration Nouvelle (m) **11,624**	.06 .06 .10	... ... .10	(I) (CanP) (†) (J) (2¢) (none) (I) (BUP, CanP) (ROP-2) (J) (3¢, $2) (61)	Herald Pub. Co., Ltd. C. L. Sibley, Pres. La Federation des Journalistes Canadiens, Inc. J. E. A. Pin, Pres.	C. L. Sibley W. D. O'Hearn (news) Gerard Dagenais	G. E. McCormick E. W. Ferguson (sp) Joseph Bourdon Armand Jokisch (sp)	C. L. Sibley D. McT. Martin (bm) W. G. Walker (cm) Emile Delage L. E. Larivee (cm)	A. C. Morton E. H. Barnfield (n) K. K. Bloxham (cl) Georges L. Hooker	J. S. Bedding Edouard Dion
	(La) Patrie (e) **11,664** Saturday edition (Sat) **26,227** Sunday edition (S) **113,933** Saturday & Sunday (Sat-Sun) **140,160**	.10 ... ... .17 .22	.10 ... ... .17	(I) (CanP) (*S) (†) (ROP-3) (J) (3¢d, 5¢ Sat & Sun, 20¢w, 80¢m, $4S) (65)	La Patrie Pub. Co., Ltd. Hon. P. R. Du Tremblay, Pres.-Pub.	Oswald Mayrand	J. C. Lefrancois and D. Kavanaugh Horace Lavigne and Z. Lespérance (sp) J. C. Lefrancois (Su)	J. N. A. Perrault O. L. Bourque (cm)	Eugene Tarte J. L. Massicotte (cl)	P. Durcoher A. Legault (j)
	(Le) Petit Journal (S) **85,437**	.18	...	(I) (ROP-3) (†) (C12)	Le Petit Journal, Inc. Rolland Maillett, Pres.-Pub.	Fernand Denis Roger Maillet	A. Langlois Chas. Mayer (sp)	R. Maillet A. Quevillon (bm) J. A. Valois (cm)	A. Girard J. W. Limoges (n) G. Verville (d)	J. Hunter
	(La) Presse (e) **149,600** Saturday edition (Sat) **179,274**	.24 .24	... ...	(I) (CanP, AP, UP, BUP, HS) (*Sat) (†) (ROP-3) (3¢d, 5¢Sat, 20¢w, $2.10d, $4Sat) (C18-86)	La Compagnie de Publication de La Presse, Ltd. Hon. P. R. Du Tremblay, Pres.	Eugene Lamarche	Hervé Major Marcel Desjardins (sp)	Hon. P. Du Tremblay C. N. Hennessy (bm) J. O. Chatel (cm)	C. N. Hennessy J. P. Hogue (n) Jos. McCraw (cl)	R. Lionais
				(**Note:** Rate given is for Canadian edition only. Canadian and United States edition rate, 1,000 lines or more, 30¢ per line)						
	Standard (Sat) **93,730**	.15	.10	(I) (CanP, BUP) (*Sat) (†) (ROP-3) (10¢, $8) (C17-120)	J. G. McConnell, Pres.	A. D. Dunton	P. M. Little (news) L. Rountree (sp)	W. N. Duckworth (Secty-Treas.) A. D. Dunton (cm)	R. B. Gay	D. H. Parker
	Star (e) **119,346**	.185	.155	(I) (CanP, AP, UP, BUP) (†) (3¢, 18¢w, 75¢m, $2.15) (21-C25-73)	Montreal Star Co., Ltd. J. W. McConnell, Pres.-Pub.	A. J. West (me)	Alex Dewar Basil O'Meara (sp)	H. G. Brewer A. E. Whiting (cm)	Bruce Campbell H. P. Diehl (n) W. H. Watson (cl)	D. H. Parker
QUEBEC 130,594 177,276 (City Zone)	Chronicle Telegraph (e) **4,952**	...	...	(I-C) (CanP, AP) (†) (J) (3¢, 18¢w, 75¢m, $2.15) (C12-104)	Chronicle Telegraph Pub. Co., Ltd. C. G. Dunn, Pres.	A. G. Penny	J. Brehaut Louis V. Fusk (sp)	Y. A. Tessier (Compt). J. A. Walsh (cm)	John Bannon	P. Pucet (j)
	L'Action Catholique (e) **51,810**	.14	.10	(I) (UP, BUP) (†) (J) (3¢, 12¢w, 50¢m, $2) (C13-C8)	L'Action Sociale, Ltd. O. Chalifour, Pres. A. Chamberland, Pub.	Eugene L'Heureux E. Castonguay	Jacques Verreault C. Miville-Dechenes (sp)	Emile Castonguay A. Laliberte (cm)	A. Dussault C. N. Begin (cl)	E. Vezina

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
QUEBEC Cont'd.	L'Evenement-Journal (m) 19,843	...	...	(L) (CanP, BUP) (†) (J) (2¢) (C17-51)	Le Soleil, Ltee. Henri Gagnon, Pres.	Jos. Barnard (e)	J. M. Denault (ce-m) Irenee Masson (ce-e) Lionel LeBel (sp-m) Edmond Pice (sp-e)	Henri Gagnon (Dir-General) A. F. Mercier (gm) G. A. Plante (bm) R. d'Anjou (cm)	Leo de Haitre A. Morissette (cl)	D. Emond
	Le Soleil (e) 50,212	...	...							
	Combined daily (me) 70,055	.20	...							
SHERBROOKE 29,933	(La) Tribune (e) 8,134	.045	.04	(L) (CanP, AP) (†) (J) (3¢, 15¢w, 60¢m, $2) (C17-14)	La Tribune, Ltee. Hon. Jacob Nicol, M. L. C., Pres.	L. P. Robidoux	Aurele Goyer Jean Paul Laine (sp)	Lionel Vachon	Alfred DesRochers M. A. Drouin (cl)	R. Blais D. Guovard
	Record (e) 7,961	.05	...	(I) (CanP) (†) (3¢, 18¢w, 75¢m, $1) (C3)	Sherbrooke Record Co., Ltd. John Bassett, Pres.-Pub.	J. K. Flaherty	Donald McMahon Allen Bryce (sp)	J. K. Flaherty (bm) D. O. Carter (cm)	Walter H. Wood N. A. Walker (n) D. R. Price (cl)	J. A. Blais
THREE RIVERS TROIS RIVIERES 40,104	(Le) Nouvelliste (e) 10,149	.05	.04	(I) (CanP) (†) (J) (3¢, 12¢w, 50¢m, $2) (C17-51)	Le Cie de Pub. du Nouvelliste, Ltd. Hon. Jacob Nicol, Pres. Emile Jean, Pub.	Hector Heroux (me)	Raymond Dube Albert Gaucher (sp)	Emile Jean L. Paradis (cm)	L. Savoie (cl)	L. P. Dion

SASKATCHEWAN

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MOOSE JAW 21,300	Times-Herald (e) 4,571	.05	.05	(I-L) (CanP) (†) (J) (5¢, 20¢w, $2.50) (61-103)	Times Co., Ltd. Thos. Miller, Pres.	Thos. Miller	F. J. Workman Murray Brown (sp)	Thos. Miller C. J. Broderick (bm) O. R. Reid (cm)	Thos. Miller	Wm. Adair Wm. Macguire (j)
PRINCE ALBERT 9,905	Herald (e) 3,335	.03	.02	(I) (CanP) (†) (J) (5¢, 15¢w, $2.50) (none)	Herald Ptg. Co., Ltd. W. L. Davis, Pres.-Pub.	E. N. Davis	H. Miles (sp)	W. G. Eagle (bm) R. Mutch (cm)	W. L. Davis	F. C. Backler
REGINA 53,992	Leader-Post (e) 26,595	.10	.13	(I-L) (CanP, UP) (†) (5¢, 20¢w, 85¢m, $3) (C9-C21-37)	Leader-Post, Ltd. Victor Sifton, Pres.-Pub.		C. Higginbottom D. Dryburgh (sp)	Victor Sifton J. F. Sweeney (bm) S. A. Maneer (cm)	W. C. Rice H. R. Williams (cl)	J. Finlayson
	Star (e) 11,101	...	...	(I) (CanP, CPA) (†) (ROP-2) (5¢, 20¢w, $1.66-$2) (C2-72)	Daily Star, Ltd. J. F. MacKay, Pres.	G. E. Leighton J. E. Pascoe (me)	A. H. Wilkinson C. H. Fairman (sp)	G. E. Leighton S. A. Young (cm)	A. McDermott	L. Gorrie
SASKATOON 43,025	Star-Phoenix (e) 20,892	.09	.10	(L) (AP, CanP) (†) (ROP-1) (J) (5¢, 25¢w, $2.50) (C9-37)	Star-Phoenix, Ltd. Victor Sifton, Pres.	J. S. Woodward (me) Eric Knowles (news)	Christian Smith, Jr. (ce) W. Riddell and M. Eggleston (sp)	R. M. Cantlon (bm) L. H. Maycock (cm)	Albert Hulme	H. E. Brown E. F. Park (j)

NEWFOUNDLAND

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Keynote on Page 12	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ST. JOHN'S 40,000	News (m)	.036	...	(2¢) (none)	.....	J. S. Currie	.....	L. C. Currie	.....	.....
	Telegram (e) 9,687	.07	.07	(I) (CanP) (J) (2¢, $1.50) (none)	Eve. Telegram, Ltd. R. B. Herder, Pres. J. M. Herder, V.-P.	C. E. A. Jeffery, M.B.E. R. B. Herder	P. J. O'Reilly A. H. Thomas (sp)	R. F. Martin (bm)	J. G. Green (n)	H. Y. Tuff W. Churchill (j)

Huebner

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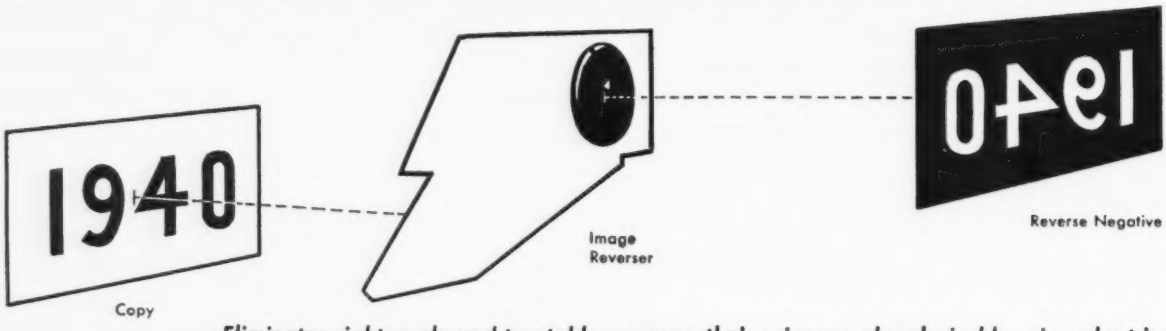

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Direct economical shortcut in production costs and materials

Standardized for 18", 24", 30" Focus Lenses and guaranteed

Huebner Laboratories • 202 EAST 44th STREET, NEW YORK, N.Y.

PAY YOUR BILLS FIRST

No person should spend a cent for liquor until the necessities of living are provided —and paid for. Bills for groceries . . . clothes . . . shoes . . . rent . . . light . . . heat . . . doctors . . . bills such as these have the first call on America's payroll.

We don't want to sell whiskey to anyone who buys it at a sacrifice of the necessities of life. Whiskey is a luxury and should be treated as such. Fine whiskey can play a pleasing part in the scheme of gracious living . . . but only when taken in moderation and only after the bills are paid.

This statement may seem contrary to our self interest. Actually it is not. As one of America's leading distillers we recognize a definite social responsibility. The very existence of legalized liquor in this country depends upon the civilized manner in which it is consumed. In the long run, we believe, it is good business for us to say "pay your bills first."

THE HOUSE OF SEAGRAM

Fine Whiskies Since 1857

Copr. 1938, Seagram-Distillers Corp.—Executive Offices, N. Y.

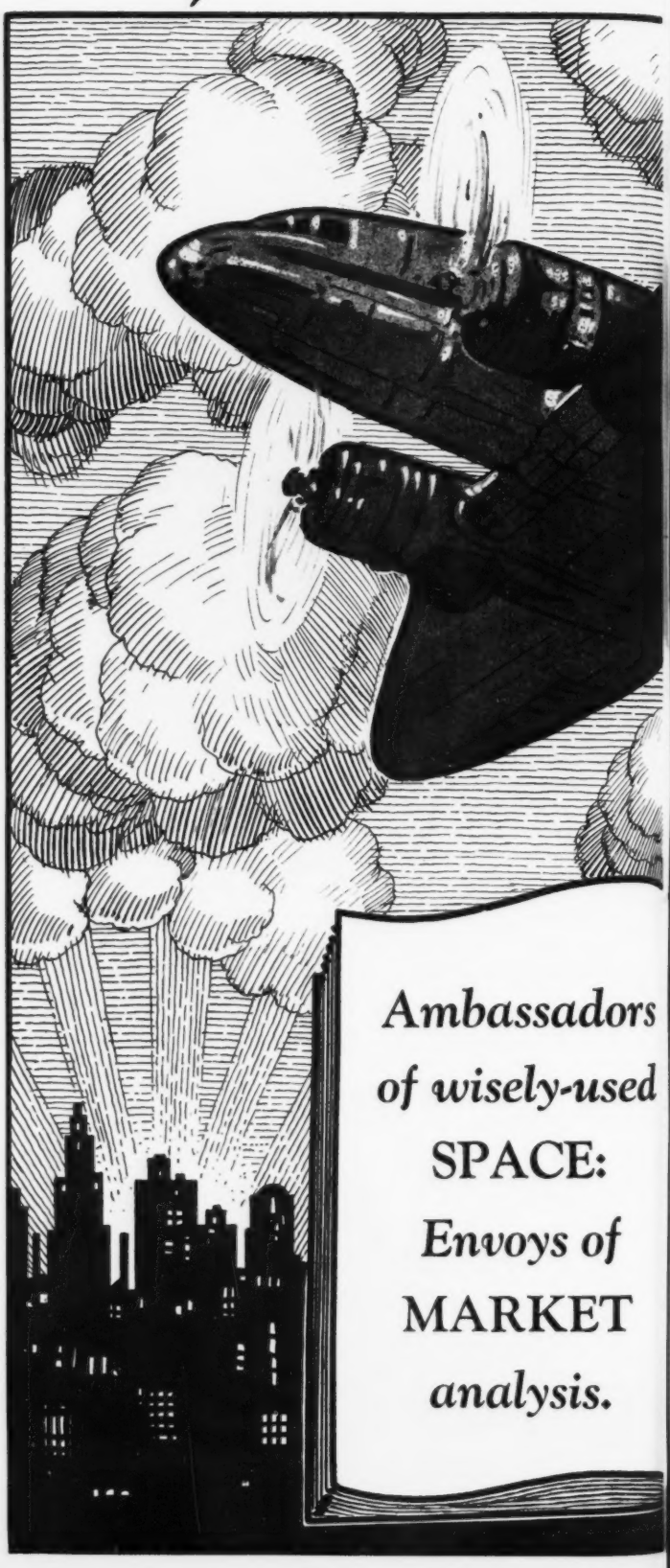
NEWSPAPER SPECIAL REPRESENTATIVES—UNITED STATES

Following is a list of newspaper advertising representatives in the United States. The key numbers relate to corresponding numbers showing in the newspaper and personnel lists:

	Name of Representative	City	Street Address	Office Manager
	A			
1	Allen-Klapp-Frazier Co	Chicago	540 N. Michigan Ave	
	A. W. Allen, Pres.,	Detroit	530 New Center Bldg	R. A. Crooks
	T. L. J. Klapp, Jr., G. M.	New York	551 Fifth Ave	W. W. Frazier
2	American Press Association	New York	225 W. 29th St	
	John H. Perry, Pres.	Chicago	122 So. Michigan Ave	Herman Pueschel
	Charles B. Emde, G. M.	Detroit	7338 Woodward Ave	James J. Higgins
		Atlanta	925 Grant Bldg	R. L. Watkins
		Philadelphia	1524 Chestnut St	M. S. Lewin
3	Anderson Special Agency, C. J	Chicago	35 E. Wacker Drive	
	C. J. Anderson, Pres. & G. M.	New York		Ralph R. Mulligan
		Omaha	204 S. 17th St	Frank Samuels, Jr.
4	Angier, N. L	Atlanta	161 Spring St	
5	Arkansas Dailies, Inc	Memphis	1602 Sterrick Bldg	Ken W. Howard
	C. E. Palmer, Pres.	Chicago	400 N. Michigan Ave	J. G. Ashenhurst
	Ken W. Howard, G. M.	New York	507 Fifth Ave	Ronald C. Schmitz
	W. E. Jordan, Asst. Man.	Detroit	319 Stephenson Bldg	Robert M. Glass
		Oklahoma City	414 Terminal Bldg	C. H. Bryson
5A	Arthur Wilbur (Chicago Daily News)	New York	9 Rockefeller Plaza	Wilbur L. Arthur
	B			
5B	Bartlett, F. A	Seattle	Joseph Vance Bldg	
6	Bates, Wallace E	Detroit	5-265 Gen'l Motors Bldg	
7	Bell, Tilton S	Boston	Old South Bldg	
8	Best, Hil F	Detroit	3090 E. Grand Blvd	
	Hil F. Best, G. M.			
8A	Best and Associates, Van	Detroit	7310 Woodward Ave	
	Van Best, G. M.			
9	Bidwell Co., R. J	San Francisco	681 Market St	
	R. J. Bidwell, Pres. & G. M.	Los Angeles	1131 So. Broadway	W. H. Grubbs
10	Birch, R. J. & Co	San Francisco	155 Sansome St	
		Los Angeles	607 S. Hill St	
11	Block, Paul and Associates	New York	400 Madison Ave	
	Paul Block, Pres	Chicago	919 N. Michigan Ave	J. H. Lederer
	Herbert W. Maloney,	Detroit	General Motors Bldg	Wm. J. Schmidt
	V. Pres. & Sales Mgr.	Boston	Little Bldg	W. Taylor
		Philadelphia	1420 Walnut St	W. H. Foster
		Cincinnati	Enquirer Bldg	W. Wiley
		San Francisco	Monadnock Bldg	Ingraham Read
		Los Angeles	1151 S. Broadway	Karl Shull
		Seattle	1411 Fourth Ave. Bldg	Tom Emory
11a	Bogner & Martin	New York	295 Madison Ave	
		Chicago	540 N. Michigan Ave	Frank Buck
12	Boone Organization, Rodney E	New York	959 Eighth Ave	Herbert W. Beyes
	Rodney E. Boone, G. M.	Baltimore	Pratt & Commerce Sts	Wm. J. Dundon
	William G. Hobson, G. S. M.	Boston	554-5 Winthrop Sq	Leslie Barnard
		Chicago	1029 Hearst Bldg	Earl F. Glenn
		Detroit	12-226 General Motors Bldg	Frank W. Richardson
		Los Angeles	420 Petroleum Securities Bldg	Frank S. Payne
		Pittsburgh	1500 Gulf Bldg	Roy M. Hutchinson
		Philadelphia	1400 So. Penn Sq	M. B. Holmes
		San Francisco	708 Hearst Bldg	F. C. Wheeler
		Seattle	Textile Towers Bldg	M. L. Applegate
13	Branham Co., The	Chicago	360 N. Michigan Ave	
	John Petrie, Pres.	New York	230 Park Ave	Fred P. Motz, V. P.
	M. H. Long, V. P.			M. H. Long, V. P.
	F. P. Motz, V. P.	Dallas	723 Mercantile Bldg	A. J. Putman
	E. F. Corcoran, V. P.			James P. Dobbs
		Atlanta	Rhodes Haverty Bldg	J. B. Keough
		Detroit	5-136 Gen'l Motors Bldg	H. A. Anderson
				Edwin Charney
		Charlotte	Com'cial Nat'l Bank Bldg	H. L. Ralls
		St. Louis	Arcade Bldg	W. F. Patzlaff
		Kansas City	Nat'l Fidelity Life Bldg	G. F. Dillon
				Julian Kirk
		San Francisco	5 Third St	Geo. D. Close
		Los Angeles	448 So. Hill St	W. L. Blythe
		Portland	330 Pittock Block	Dean Sherman
		Seattle	1004 Second Ave	A. G. Neitz
14	Bryant, Griffith & Brunson, Inc	New York	9 E. 41st St	
	Harry C. Griffith, Pres.	Chicago	360 N. Michigan Ave	F. F. Parons
	George Gundling, Secy.	Detroit	General Motors Bldg	H. W. Pollard
		Atlanta	Walton Bldg	B. Frank Cook
		Boston	301 Devonshire St	J. F. Walsh
		Salt Lake City	Hotel Newhouse	J. Wayne Eldredge
		San Francisco	681 Market St	R. J. Bidwell
		Los Angeles	1031 S. Broadway	W. H. Grubbs
15	Budd Co., The John	New York	420 Lexington Ave	
	Sylvester Blish, Pres.	Chicago	435 N. Michigan Ave	J. A. Kowalski
	Sylvester Blish, G. M.	St. Louis	Chemical Bldg	Frank H. Simmons
		Atlanta	Healey Bldg	M. P. Martin
		Dallas	1103 Republic Bank Bldg	J. A. Crouse
		San Francisco	Mills Bldg	S. H. Williams
		Los Angeles	Western Pacific Bldg	Murray Bothwell
		Seattle	Lloyd Bldg	J. C. Allison
16	Buell, R. D	Portland, Ore	Terminal Sales Bldg	
17	Burke, Hugh	New York	60 E. 42nd St	
18	Burke, Kuipers & Mahoney, Inc	New York	420 Lexington Ave	S. P. Mahoney
	C. A. G. Kuipers, Pres.			C. W. Beller
		Chicago	203 Wabash Ave	C. A. G. Kuipers
				Miss E. Bernstein
		Dallas	807 Southwestern Life Bldg	A. W. Howe
		Oklahoma City	558 First National Bldg	C. M. Linteeum
		Atlanta	1601 Rhodes-Haverty Bldg	Mrs. Alice Grant
	C			
19	Callahan, George J	New York	51 Chambers St	
19A	Cambridge Special Agency, Inc	New York	570 Lexington Ave	
	John Curtiss, Pres.			
	J. W. Brennan, G. M.			
20	Capper Publications	Topeka		
	Arthur Capper, Pres.	New York	420 Lexington Ave	Philip Zach
	H. S. Blake, G. M	Chicago	180 N. Michigan Ave	H. M. Breneisa
		Detroit	3-161 Gen'l Motors Bldg	Frank X. Gaughen
		San Francisco	1207 Russ Bldg	W. B. Flowers
		St. Louis	2206 Pine St	C. H. Eldredge
		Kansas City	21 W. 10th St	C. C. Clark
21	Carroll, Dan A	New York	110 E. 42nd St	
21A	Christian Science Monitor	Boston	1 Norway St	Norman S. Sweetland
	A. Warren Norton, Mgr.	New York	500 Fifth Ave	
		Chicago	333 N. Michigan Ave	Leonard W. Coulson
		Detroit	3-101 Gen'l Motors Bldg	Wm. E. Brewster
		St. Louis	1975 Railway Exch. Bldg	W. H. Prentiss
		Kansas City	405 Nat'l Fidelity Bldg	Mrs. M. DeV. Newton
		San Francisco	625 Market St	Charlotta E. Woolley
		Los Angeles	210 W. Seventh	Anson C. Bushnell
		Seattle	824 Skinner Bldg	Carl W. Tuerke
		Miami	1229 Ingraham Bldg	Sylvan G. Cox
		Geneva, Switzerland		Miss H. Gehring
		London, England		E. N. Hartridge
		Paris, France		A. Gleiser
22	Church, Allen E	Chicago	20 N. Wacker Drive	
23	Clark, George	Seattle	Lloyd Building	

(Continued on page 108)

The STREAM
Of a GREAT



Ambassadors of wisely-used SPACE: Envoys of MARKET analysis.

LINED SYMBOL
T NATIONAL SERVICE

America's conquest of the Highways of the Air . . . the huge super-mail-liners crossing a continent in a day . . . the daring and courage and benefits of all mankind, vividly symbolize advertising—the institutions that sponsor it, the genius that creates it, the agencies that route it to profitable markets—everywhere.

Advertising too, defies great distances and remote frontiers . . . it speeds demand and in doing so, speeds production and prosperity . . . it has shortened the distance between manufacture and sale.

And exactly as conquest of the air exemplifies progress, an eager quest for better ideas, innovations, short-cuts, avoidance of human error, each day bringing an *improvement*, in precisely the same manner both advertising and the newspapers that circulate it, keep pace with the HOUR.

National Newspaper Representatives and their approximate 750 salesmen must be—and are—equally alert . . . Their Service covers a continent . . . touches every market . . . swiftly and surely looks down upon, with keen analysis, this vast America of ours, and perfects linage schedules that would be impossible through other mediums. *Their trained "Market Pilots" wing Advertising's* huge personnel with unerring directness and *precision to all desired markets.*

Paul Block and Associates
The Branham Company
Bryant, Griffith & Brunson, Inc.
The John Budd Company
Burke, Kuipers & Mahoney, Inc.
Conklin & Woodward
DeLisser-Boyd, Inc.
J. J. Devine and Associates, Inc.
Chas. H. Eddy Co., Inc.
Kelly-Smith Company, Inc.
Fred Kimball, Inc.
I. A. Klein, Inc.
George A. McDevitt Co.
J. P. McKinney & Son
O'Mara & Ormsbee, Inc.
Prudden, King & Prudden, Inc.
Reynolds-Fitzgerald, Inc.
Small, Brewer and Kent, Inc.
Story, Brooks & Finley, Inc.
Tenney, Woodward and Conklin, Inc.
West-Holliday Co., Inc.
Williams, Lawrence & Cresmer Co.
John B. Woodward, Inc.

NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

(Continued from page 106)

	Name of Representative	City	Street Address	Office Manager
24	Clark, H. K	Chicago	180 N. Michigan Ave	H. K. Clark
24A	Clark, Paul S Paul S. Clark, Pres.	Boston	230 Boylston St	
25	Clark Co. Inc., Thomas F Thomas F. Clark, Pres. Thomas F. Clark, Jr., G. M.	New York	205-17 E. 42nd St	
		Chicago	307 N. Michigan Ave	Thos. F. Clark, Jr.
		Atlanta	44 Broad St	Robert L. Watkins
		Denver	711 Bus Terminal Bldg	Morris Townsend
		San Francisco	155 Sansome St	R. J. Birch
		Los Angeles	607 S. Hill St	J. F. Fisler
26	Clarke, E. W	Chicago	30 N. LaSalle St	
26A	Clarke, H. Glenn	Chicago	333 No. Michigan Ave	
27	Clayden, Inc., A. E A. E. Clayden, Pres. and G. M.	New York	369 Lexington Ave	
		Chicago	360 N. Michigan Ave	Chas. J. Sheppard
28	Close, George D., Inc George D. Close, Pres. and G. M.	New York	250 Park Ave	
		Chicago	307 N. Michigan Ave	H. F. Doty
		Boston	80 Boylston St	T. G. Gavin
		Detroit	2-113 Gen'l Motors Bldg	
		San Francisco	5 Third St	Geo. D. Close
		Los Angeles	448 S. Hill St	W. L. Blythe
		Portland, Ore	330 Pittock Block	Dean Sherman
29	Coe, Sayers	New York	15 William St	
29A	Comic Section Advertising Corp Robert A. Travis, Pres. and G. M.	New York	305 E. 46th St	
30	Conger Co., H. H H. H. Conger, G. M.	San Francisco	Hearst Bldg	
31	Conklin and Woodward John B. Woodward, Pres. Ray L. Rubel, G. M.	Chicago	400 N. Michigan Ave	A. J. Irvin
		New York	110 E. 42nd St	
		Detroit	New Center Bldg	D. A. Jansen
		San Francisco	Russ Bldg	Dan V. Huquenin
		Los Angeles	Ch. of Commerce Bldg	Leo Wilson
32	Connaughton & Byrne	New York	250 Park Ave	
33	Cortes, George A George A. Cortes, Pres.	New York	512 Fifth Ave	
34	Cour, C. A	St. Louis	205 Globe-Democrat Bldg	
35	Creel, Allan W	New York	15 E. 40th St	
36	Cullen Co., John W John W. Cullen, Pres. John W. Cullen, Jr., G. M.	Chicago	230 N. Michigan Ave	
		Columbus	35 E. Gay St	J. W. Cullen, Jr.
		Detroit	Gen'l Motors Bldg	Geo. E. Gilbertsen
		Cleveland	2295 S. Overlook Rd	Harry W. Lyndall
		New York	630 Fifth Ave	Harry B. Gramm
	D			
37	DeClerque, Inc., Henry E. C. DeClerque, Pres. Harry H. DeClerque, G. M.	Chicago	Tribune Tower	
		New York	12 E. 41st St	A. W. DeClerque
		Seattle	Insurance Bldg	Arthur G. Neitz
38	DeGuzman, Paul	New York	480 Lexington Ave	
39	DeLisser-Boyd, Inc Grover W. Boyd, Pres. William F. Gallagher, G. M.	New York	10 Rockefeller Plaza	
		Chicago	180 N. Michigan Ave	W. J. Fitzpatrick, Jr.
		Philadelphia	1421 Chestnut St	Ralph H. Steen
		Allentown	625 N. 23rd St	Jess L. Sears
		Pittsburgh	Ch. of Commerce Bldg	Grover W. Boyd
		Omaha	428 Grain Exchange Bldg	Robert L. Smith
		Denver	Bus Terminal Bldg	M. Townsend
		San Francisco	5 Third St	George Close
		Los Angeles	448 S. Hill St	W. L. Blythe
		Portland	Terminal Sales Bldg	Dean Sherman
		Seattle	1004 Second Ave	Arthur G. Neitz
40	Devine & Associates, Inc., J. J J. J. Devine, Pres. and G. M.	New York	405 Lexington Ave	
		Chicago	307 N. Michigan Ave	James F. Devine
		Detroit	817 New Center Bldg	John R. Devine
		Atlanta	206 Palmer Bldg	E. J. Hayes
		Pittsburgh	737 Oliver Bldg	L. H. McCamic
40A	Dillon & Kirk George F. Dillon, G. M.	Kansas City	500 Nat'l Fidelity Life Bldg	
		Chicago		Raymond J. Ryan
		New York	10 E. 43rd St	Dan B. Jesse, Jr.
41	Dougan & Bolle J. R. Dougan, Pres. T. B. H. Bolle, G. M.	Chicago	400 N. Michigan Ave	
		New York	507 Fifth Ave	R. C. Schmitz
	E			
42	Eddy Co. Inc., Chas. H Lee A. Ward, Pres. and G. M.	New York	247 Park Ave	
		Atlanta	711 Volunteer Bldg	C. F. Baylor
		Boston	536 Statler Bldg	A. C. MacCarey
		Chicago	672 Wrigley Bldg	W. J. Virtue
	F			
43	Farley, Robert S	New York	165 Broadway	
44	Farrell, J. J	Kansas City	1012 Baltimore Ave, Rm. 414	
45	Fitzpatrick, Keene	San Francisco	155 Montgomery St	
46	Flagler, E. E Capt. J. M. Patterson, Pres. R. C. Hollins, G. M.	New York	220 E. 42nd St	
		Chicago	Tribune Tower	Elmer E. Flagler
47	Fletcher, R. A	St. Louis	Post-Dispatch	
		New York	521 Fifth Ave	R. A. Fletcher
		Chicago	Tribune Tower	P. L. Henriques
		San Francisco	220 Bush St	Floyd L. Sparks
		Los Angeles	435 Spring St	R. S. Nicholson
		Seattle	603 Stewart St	J. C. Allison
		Portland	520 S. W. Sixth Ave	M. Ross MacKey
48	Fralick & Bates, Inc John F. Fralick, Pres. Wilfred C. Bates, G. M.	New York	285 Madison Ave	
		Chicago	333 N. Michigan Ave	John F. Fralick
	G			
49	Garner & Grant	Atlanta	1601 Rhodes-Haverty Bldg	
50	Geissinger, Roger	Hollywood	1545 N. Wilcox Ave	
50A	Gillham, L. G	Salt Lake City	Continental Bank Bldg	
51	Gilman, Nicoll & Ruthman Louis Gilman, G. M.	New York	19 W. 44th St	
		Chicago	400 N. Michigan Ave	A. G. Ruthman
		Boston	18 Tremont St	Stanley J. Pratt
		Philadelphia	411 E. Gorgas St	Howard W. Oman
		Detroit	New Center Bldg	Earl F. Mossner
		San Francisco	525 Market St	Louis J. Rubin
52	Grandin, Victor S	New York	322 Fifth Ave	
53	Greeley & Associates, J. W	Seattle	603 Stewart St	
	H			
54	Hagg & Associates, Inc., Arthur H Arthur H. Hagg, Pres. and G. M.	Chicago	360 N. Michigan Ave	
		New York	366 Madison Ave	P. A. Broderick
		Kansas City	410 Dwight Bldg	Harold W. Benight
		Denver	1863 Wazee St	Jack W. Perry
		Omaha	300 Brandeis Theatre Bldg	Frank F. Samuels
		Oklahoma City	2715 N.W. 12th St	Ted G. McCorkhill
		Minneapolis	2600 Fremont Ave. So	Robert H. O'Brien
55	Harris J. C., Jr	Atlanta	1003 Glenn Bldg	
56	Harway, Don & Company	San Francisco	155 Montgomery St	
		Los Angeles	318 W. Ninth St	
57	Henriques, P. L	Chicago	435 N. Michigan Ave	
58	Higgins, James J James J. Higgins, Prop.	Detroit	7338 Woodward Ave	
59	Hitchings & Co., Robert	Philadelphia	414 Franklin Trust Bldg	
60	Hoffman, Irving M., Inc	New York	420 Lexington Ave	
61	Hopewell, George T George T. Hopewell, G. M.	New York	101 Park Ave	
		Chicago	75 E. Wacker Drive	E. J. Powers
61A	Howe, A. W A. W. Howe, Pres.	Dallas	807 Southwestern Life Bldg	
62	Howland & Howland, Inc A. W. Howland, Pres.	New York	247 Park Ave	
		Chicago	360 N. Michigan Ave	Wm. M. Fleischman, Jr.
62A	Huguenin, Dan V Roy L. Rubel, Pres.	New York	110 E. 42nd St	
		San Francisco	Russ Bldg	Dan'l V. Huguenin
		Los Angeles	Ch. of Commerce Bldg	Leo Wilson
		Chicago	400 N. Michigan Ave	Arba Irvin
		Detroit	641 New Center Bldg	F. B. Etter
	I			
62B	Illinois Daily Newspaper Mkts. Inc E. K. Todd, Pres. Paul L. Gocham, G. M.	Springfield	403-04 Leland Bldg	
63	Inland Newspaper Representatives Arthur W. Cooley, Pres. Thos. B. Shearman, G. M.	Chicago	334 Wrigley Bldg	
		New York	512 Fifth Ave	S. B. Brigham
		St. Louis	Security Bldg	Carl Schulenberg
		Omaha	201 Sunderland Bldg	James A. Austin
		Kansas City	1012 Baltimore	J. J. Farrell
63A	Iowa Markets Karl Melcher, Pres. Gene S. McGuire, G. M.	Des Moines	405 Shops Bldg	
63B	Iowa Newspapers, Inc E. M. Smith, Pres. W. F. Riley Jr. G. M.	Des Moines	404B Shops Bldg	
	J			
64	Jacobs, Joseph	New York	77 Bowery	
	K			
65	Katz Agency, Inc., The G. R. Katz, Pres. G. W. Brett, G. S. M.	New York	500 Fifth Ave	
		Chicago	307 N. Michigan Ave	G. H. Gunst
		Detroit	General Motors Bldg	Ralph Bateman
		Kansas City	Bryant Bldg	Gordon Gray
		Atlanta	22 Marietta St	F. M. Bell
		Dallas	Republic Bank Bldg	Frank Brimm
		San Francisco	Monadnock Bldg	Richard S. Railton
66	Keator, A. R	Chicago	8 S. Dearborn St	
67	Kelly-Smith Co Frank W. Miller, Pres. J. E. Mullins, G. M.	New York	420 Lexington Ave	
		Atlanta	617 Glenn Bldg	J. C. Harris, Jr.
		Boston	Waterman Bldg	J. W. Cummings
		Chicago	180 N. Michigan Ave	M. C. Rogers
		Detroit	New Center Bldg	M. O. McGuiness
		Kansas City	21 W. 10th St	R. W. Mitchell
		Philadelphia	260 S. Broad St	F. D. Stahl
68	Kennedy Co., The M. H. Greenwald, Partner A. Seixas, Partner	New York	420 Lexington Ave	
		Atlantic City	1106 Atlantic Ave	M. A. Greenwald
		Boston	230 Boylston St	Paul S. Clark
69	Kimball, Inc., Fred Frederic A. Kimball, Pres. Charles A. Bottinelli, S. M.	New York	67 W. 44th St	
		Philadelphia	Real Estate Trust Bldg	John J. Alleva
		Pittsburgh	Ch. of Commerce Bldg	Philip G. Kimball
		Detroit	Stormfeltz Loveley Bldg	Hil F. Best
		Chicago	Michigan Square Bldg	Hil F. Best
70	King, H. N	Chicago	435 N. Michigan Ave	
71	Klein, Inc., I. A I. A. Klein, Pres.	New York	50 E. 42nd St	
71A	Kohn, Inc., Geo. M Geo. M. Kohn, Pres. Geo. M. Kohn, Jr., G. M.	Atlanta	908 Walton Bldg	
	L			
71B	La Due, S. P	San Francisco	681 Market St	
72	Lorenzen & Thompson, Inc Gen. A. F. Lorenzen, Pres. and G. M.	Chicago	333 N. Michigan Ave	
		New York	28 W. 44th St	M. R. Thompson H. G. Schryver
		Detroit	General Motors Bldg	W. R. Ewald
		Kansas City	1004 Baltimore St	Perry Allen
		Cincinnati	905 Keith Bldg	H. W. Haskett
		San Francisco	155 Sansome St	R. J. Birch
		Los Angeles	541 Consolidated Bldg	J. V. Fisler
		St. Louis	Star Bldg	Fred Wright
		Atlanta	904 Walton Bldg	Geo Kohn
73	Lutz, John E	Chicago	435 N. Michigan Ave	
	M			
74	Mashbir, Wm. M	New York	461 Eighth Ave	
75	McCarney, R. W. Organization, The	Philadelphia	1524 Chestnut St	
75A	McClure, L. F L. F. McClure, Pres. M. B. Reuter, G. M.	Chicago	919 N. Michigan Ave	
76	McDevitt, George A., Company Geo A. McDevitt, Pres. & G. M.	New York	444 Madison Ave	Geo. A. McDevitt
		Chicago	Palmolive Bldg	Henry A. Slamin
		Detroit	New Center Bldg	Jesse F. Spencer
		Philadelphia	12 S. 12th St	Joseph A. McOwen
		Boston	Statler Bldg	John J. McCarthy
77	McGiffin Newspaper Company	Kansas City	223 Dwight Bldg	
78	McKinney & Son, J. P R. H. McKinney, Pres.	New York	30 Rockfeller Plaza	
		Chicago	400 N. Michigan Ave	
		San Francisco	742 Market St	R. J. Bidwell
79	McKittrick, C. E	New York	220 E. 42nd St	
80	Marsh, Martin L	Cincinnati	Times-Star	
		New York	60 E. 42nd St	Martin L. Marsh
80A	Martin, John B William Rubel, Pres. Lloyd J. Whitford, G. M.	Union City	400 38th St	
81	Mathews Special Agency, The Julius Julius Mathews, Pres. Wm. E. Foster, G. M.	New York	400 Madison Ave	
		Chicago	203 N. Wabash Ave	Noel E. Bradley
		Detroit	2457 Woodward Ave	Robt. M. Partridge
		Boston	38 Newbury St	Chas. Dunham
82	Midland Newspaper Representatives Jerry Jontry, G. M.	Wabash	Plain Dealer Bldg	
83	Mid-South Dailies C. E. Palmer, Pres. K. W. Howard, G. M. W. E. Jordan, Mgr.	Memphis	1602 Sterick Bldg	W. E. Jordan
		Chicago	400 N. Michigan Ave	J. G. Ashenhurst
		Detroit	319 Stephenson Bldg	Robert M. Glass
		New York	507 Fifth Ave	Ronald C. Schmitz
		Oklahoma City	414 Terminal Bldg	C. H. Bryson
84	Mines Company, Barry T Barry T. Mines, Pres.	New York	25 E. 26th St	
		Chicago	123 W. Madison St	Harry B. Boardman
		Philadelphia	1506 Chestnut St	Robert Hitchings
		Baltimore	306 N. Gay St	
85	Mitchell & Ruddell, Inc P. Joseph Bogner, Partner John P. Martin, Partner	New York	295 Madison Ave	
		Chicago	180 N. Michigan Ave	
86	Morton Company, Wm. J Wm. J. Morton, Pres. J. L. Hoey, G. M.	New York	200 Fifth Ave	E. Lincoln
		Chicago	Wrigley Bldg	T. M. Weber S. B. Newmann, asst. C. Lincoln
87	Mulligan, Ralph R	New York	441 Lexington Ave	
		Chicago		C. J. Anderson
	N			
88	Needham, Stephen F E. Lansing Ray, Pres. Douglas B. Houser, V. P. & G. M.	St. Louis	Globe-Democrat	Stephen F. Needham
		New York	420 Lexington Ave	Arthur Cornell Marty LeBlanc Melvin Roher, (salesmen)
89	Neville & Associates, Inc., William Wm. H. H. Neville, Pres.	Philadelphia	12 S. 12th St	
89A	Newark Suburban Newspapers J. Douglas Gessford, G. M.	Newark	38 Park Place	
90	Newspaper Associates, Inc T. F. Clark, Pres. Arthur C. Linge, G. M.	New York	205 E. 42nd St	
		Atlanta	925-6 Grant Bldg	R. D. Hager
		Chicago	307 N. Michigan Ave	D. G. Arnesson
90A	Newspaper Groups, Inc Daniel E. Moran, Pres. Theresa M. Sheehan, G. M.	New York	420 Lexington Ave	
		Chicago	360 N. Michigan Ave	Robert S. Collins
		San Francisco	5th & Mission Sts	E. C. Hedekin
91	New Jersey Newspapers, Inc B. T. Mines, Pres.	Chicago	123 W. Madison St	Harry B. Boardman
		New York	25 E. 26th St	
		Newark, N. J	744 Broad St	
		Philadelphia	1506 Chestnut St	Robert Hitchings
92	Noee, Rothenburg & Jann, Inc Grover V. Rothenburg, Pres. George J. Noee, Treas.	Chicago	360 N. Michigan Blvd	G. J. Noee
		New York	10 E. 40th St	Grover V. Rothenburg
		Detroit	General Motors Bldg	C. H. Marvin
		San Francisco	351 California St	A. S. Babcock
		Atlanta	Rhodes-Haverty Bldg	R. Garner
92A	Northwest Daily Press Assn Archie O. Johnson, Pres. Roy P. Palmer, Exec. Secy.	Minneapolis	Palace Bldg	

NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

(*Continued from page 108*)

	Name of Representative	City	Street Address	Office Manager
	O			
93	Obenauer, V. J. Jr.	Jacksonville, Fla.	201 St. James Bldg.	
		Tampa	P. O. Box 801	
		Miami	212 Commercial Arcade	
94	Oklahoma Dailies	Chicago	410 N. Michigan Ave.	
	Arthur W. Cooley, Pres.	New York	2 West 43rd St.	S. B. Brigham
95	O'Mara & Ormsbee, Inc.	New York	270 Madison Ave.	E. D. Duryea
	E. C. Trowbridge, Pres.	Chicago	230 N. Michigan Ave.	L. H. Brounholtz
	M. H. Ormsbee, V. P. & Treas.	Atlanta	Journal Bldg.	
	Edward O'Mara, 2nd V. P. & Dir.	Los Angeles	403 W. Eighth St.	J. R. Doig
		San Francisco	Russ Bldg.	C. E. Greenfield
		Detroit	General Motors Bldg.	P. C. Roberts
96	Osborn, Scolaro, Meeker & Co.	Chicago	360 N. Michigan Ave.	
	Guy S. Osborn	New York	270 Madison Ave.	Frank Meeker
		Detroit	8-242 General Motors Bldg.	Jos. R. Scolaro
		St. Louis	205 Globe-Democrat Bldg.	C. A. Cour
	P			
97	Paterson, H. A.	Chicago	410 N. Michigan Ave.	
98	Patterson, Kellogg M. (Western Offices of Cincinnati Times Star)	Chicago	333 N. Michigan Ave.	Kellogg M. Patterson
98A	Payne, Hall, Inc.	Los Angeles	4151 Broadway	
99	Perry, Jack	Denver	1863 Wazee St.	
100	Perry Associates, John H.	New York	225 W. 39th St.	
	John H. Perry, Pres.	Chicago	122 S. Michigan Ave.	O. J. Ranft
	William K. Dorman, G. M.	Detroit	7338 Woodward Ave.	J. J. Higgins
		Atlanta	406 Chamber of Com. Bldg.	R. S. Kendrick
		Philadelphia	1524 Chestnut St.	M. S. Lewin
		San Francisco	R. J. Bidwell Co. 681 Market St.	
101	Philippines Agency Service	New York	33 W. 42nd St.	
	L. H. Thibault, Pres.	Manila	TVT Bldg.	D. L. Brodt
102	PLAS National Advertising Offices	L. I. City, N. Y.	1 Star Square	
103	Powers & Co., E. J.	Chicago	75 Wacker Drive	
	E. J. Powers, Pres. & G. M.			
104	Prudden, King & Prudden, Inc.	New York	10 Rockefeller Plaza	
	H. J. Prudden, Pres.	Chicago	180 N. Michigan Ave.	W. J. Fitzpatrick, Jr.
	A. R. Prudden, G. M.	Philadelphia	1421 Chestnut St.	Ralph H. Steen
		Allentown	625 N. 23rd St.	Jess L. Sears
		Pittsburgh	Chambers of Com. Bldg.	Grover W. Boyd
		Omaha	428 Grain Exchange Bldg.	Robert L. Smith
		Denver	Bus. Terminal Bldg.	M. Townsend
		San Francisco	5 Third St.	G. Close
		Los Angeles	448 S. Hill St.	W. L. Blythe
		Portland	Terminal Sales Bldg.	Dean Sherman
		Seattle	1004 Second Ave.	Arthur G. Neits
104A	Publishers' A. & M. Service Co.	New York	122 E. 42nd St.	
	E. Watkins, Pres. & GM.			
	R			
105	Randall & Co., D. J.	New York	28 W. 44th St.	
	D. J. Randall, Pres.	Chicago	333 N. Michigan Ave.	E. F. Lorensen
	D. J. Randall, Jr., G. M.			
105A	Reed, W. W.	Chicago	189 W. Madison St.	
	W. W. Reed, Pres.			
106	Reynolds-Fitzgerald, Inc.	New York	515 Madison Ave.	
	Harry D. Reynolds, Pres.	Chicago	360 No. Michigan Ave.	John T. Fitzgerald Jr.
		Philadelphia	Land Title Bldg.	J. David Cathcart
		Detroit	General Motors Bldg.	Richard T. Healy
		San Francisco	58 Sutter St.	Judson H. Carter
		Los Angeles	117 West 9th St.	Charles E. Fisher
		Seattle	1423 Joseph Vance Bldg.	Fred A. Bartlett
107	Reynolds, Norman K.	Boston	89 State St.	
108	Ridder-Johns, Inc.	New York	342 Madison Ave.	
	JosepiE. Ridder, Pres.	Chicago	Wrigley Bldg.	Clement G. O'Neill
	Bernard J. Ridder, G. M.	St. Paul	70 E. Fourth	Glenn S. Ladd
	S			
108A	Samuels, Jr., Frank	Omaha	204 S. 17th St.	
109	Sawyer-Ferguson-Walker Co.	Chicago	333 N. Michigan Ave.	
	J. L. Ferguson, Pres.	New York	60 E. 42nd St.	T. W. Walker, Treas.
	J. H. Sawyer, Jr., V. P.	Detroit	New Center Bldg.	Clark Stevens
		Atlanta	161 Spring St. N. W.	A. D. Van Allen
110	Scheerer & Co.	Chicago	35 E. Wacker Drive	
	H. Edmund Scheerer, G. M.	New York	450 Lexington Ave.	J. O. Boyd
111	Scripps-Howard Newspaper-Nat'l. Advertising Department	Chicago	400 N. Michigan Ave.	G. V. Horton
	Don D. Patterson, Director	New York	230 Park Avenue	B. H. Goodwillie
		Memphis	926 Sterick Bldg.	Frank Moore
		Detroit	Gen'l Motors Bldg.	J. B. Jones
		Philadelphia	260 S. Broad St.	G. H. Reichard
		San Francisco	814 Mission St.	A. L. Stanley
112	Shannon, C. G. & Company	New York	512 Fifth Ave.	
		Chicago	410 N. Michigan Ave.	
		San Francisco	Hearst Building	
		Kansas City	Journal Bldg.	
113	Sherwood, Harold B.	New York	220 E. 42nd St.	
114	Small, Brewer & Kent, Inc.	New York	250 Park Ave.	
	John D. Brewer, Pres.	Chicago	307 N. Michigan Ave.	Wm A. Small
	Albert H. Kent, G. M.	Boston	80 Boylston St.	Joseph Gavin
		Detroit	2-113 General Motors Bldg.	Roy Buell
115	Smith, R. L.	Omaha	428 Grain Exchange Bldg.	
115A	Smith Special Agency	Philadelphia	810 Victory Bldg.	
	A. F. Smith, Pres. and G. M.			
116	South West Dailies	Memphis	1602 Sterick Bldg.	C. H. Bryson
	C. E. Palmer, Pres.	Oklahoma City	414 Terminal Bldg.	C. H. Bryson
	Ken W. Howard, G. M.	Chicago	400 N. Michigan Ave.	J. G. Ashenhurst
	C. H. Bryson, Mgr.	New York	507 Fifth Ave.	Ronald C. Schmitz
		Detroit	319 Stephenson Bldg.	Robert M. Glass
116A	St. Louis Post-Dispatch	New York	521 5th Ave.	
		Chicago	Tribune Tower	
117	Story, Brooks & Finley, Inc.	New York	230 Park Ave.	W. A. Snowdon
		Chicago	360 N. Michigan Ave.	J. M. Brooks
		Philadelphia	123 S. Broad St.	H. C. Story
		Cleveland	1900 Euclid Ave.	C. A. Miller
118	Sweeney, John M. Company	Boston	729 Boylston St.	
	T			
120	Tenney, Woodward & Conklin, Inc.	New York	285 Madison Ave.	Ralph E. Dennis
	Walter I. Tenney, Pres. & G.M.	Chicago	333 N. Michigan Ave.	John E. Rohde
		Detroit	New Center Bldg.	Theodore F. Etter
		Los Angeles	Chamber of Commerce Bldg.	Leo Wilson
		San Francisco	Russ Bldg.	Dan V. Huguenin
		Boston	230 Boylston St.	Paul S. Clark
121	Texas Daily Press League, Inc.	Dallas	Mercantile Bldg.	I. W. Brown
	S. W. Papert, Pres. & G. M.	New York	60 East 42nd St.	John A. Hinman
		Chicago	360 No. Michigan Ave.	Walt Doney
		St. Louis	514 Insurance Exch. Bldg.	Fred Wright
		Los Angeles	607 So. Hill St.	J. V. Fisler
		San Francisco	155 Sansome St.	R. J. Birch
		Denver	711 Bus Terminal Bldg.	M. D. Townsend
		Memphis	1602 Sterick Bldg.	Ken Howard
121A	Texas Weekly Representatives	Dallas	603 Thomas Bldg.	
	Carey H. Snyder, Owner & G. M.			
122	Theis & Simpson Co., Inc.	New York	360 Lexington Ave.	
	I. A. Simpson, Pres.	Chicago	605 N. Michigan Ave.	Roy E. Linder
		Detroit	7338 Woodward Ave.	James J. Higgins
		Atlanta	905 William-Oliver Bldg.	Hugh R. Wood
122A	Townsend, James A. (Chicago Daily News)	San Francisco	Hobart Bldg.	
123	Townsend, Morris D.	Denver	711 Bus Terminal Bldg.	
	Morris D. Townsend, G. M.			
124	Tyler, M. L.	Boston	80 Boylston St.	
	M. L. Tyler, G. M.			
	V			
125	Van Allen, A. D.	Atlanta	161 Spring St. N. W.	
	W			
126	Walker, Ed. E.	New York	230 W. 41st St.	
126A	Wallace, Wittmer Co.	New York	369 Lexington Ave.	I. A. Simpson
		Chicago	605 N. Michigan Ave.	Roy E. Linder
		Detroit	7338 Woodward Ave.	J. J. Higgins
		Atlanta	905 William-Oliver Bldg.	H. R. Wood
127	Wallis, I. S. & Son	Chicago	55 E. Wacker Drive	
127A	Ward, William D.	New York	254 W. 31st St.	
	William D. Ward, Pres. & G. M.			
128	Watts, F. K.	Springfield	16 Fort St.	
		New York	420 Lexington Ave.	F. K. Watts
		Chicago	30 LaSalle St.	E. W. Clarke
		Boston	89 State St.	Norman Reynolds
129	Weishar, L. I.	Chicago	1418 Century Bldg.	
130	Wellington, Gilbert A.	Seattle	1011 American Bk. Bldg.	
131	West-Holliday Co., Inc.	San Francisco	220 Bush St.	
	Robert P. Holliday, Pres.	Chicago	360 N. Michigan Ave.	K. S. Gordon
	Paul A. West, G. M.	New York	271 Madison Ave.	Chas. A. Johnson
		Detroit	3084 W. Grand Blvd.	Robert M. Glass
		St. Louis	411 N. Tenth St.	Howard Boogher
		Los Angeles	433 So. Spring	R. S. Nicholson
		Portland	520 S. W. Sixth St.	M. Ross Mackey
		Seattle	603 Stewart St.	J. C. Allison
132	Williams & Company, Inc., S. H.	San Francisco	220 Montgomery St.	
	S. H. Williams, Pres. & G. M.	Chicago	400 N. Michigan Ave.	T. B. H. Bolle
		Los Angeles	1031 S. Broadway	
133	Williams, Lawrence & Cresmer Co.	New York	285 Madison Ave.	
	W. T. Cresmer, Pres. & G. M.	Chicago	360 N. Michigan Ave.	D. J. Worthington
		Detroit	10-169 General Motors Bldg.	T. O. Eichelberger
		San Francisco	681 Market St.	R. A. Claypool
		Los Angeles	315 W. 9th St.	M. W. Heaton
133A	Wisconsin Newspaper Markets	Milwaukee	536 W. Wisconsin Ave.	Irving C. Buntman
134	Woodward, Inc., John B.	New York	110 E. 42nd St.	
	John B. Woodward, Pres.	Chicago	400 No. Michigan Ave.	A. J. Irvin
	Roy L. Rubel, G. M.	Detroit	New Center Bldg.	D. A. Jansen
		San Francisco	Russ Bldg.	Dan V. Huguenin
		Los Angeles	Chamber of Commerce Bldg.	Leo Wilson
135	Woodyard Associates, Inc.	New York	247 Park Ave.	
	Edward D. Woodyard, Pres.	Detroit	7330 Woodward Ave.	Hil F. Best
	Richard D. Lunn, G. M.	Boston	729 Boylston St.	John M. Sweeney
		Philadelphia	934 Real Estate Tr. Bldg.	F. H. Riordan
	Y			
136	Young, Thomas J.	New York	461 Eighth Ave.	
	Lee Ellmaker, Pres. & G. M.	(New York representative) Philadelphia	Daily News	

NEWSPAPER ADVERTISING REPRESENTATIVES IN CANADA

Key No.	Name of Representative	City	Street Address	Office Manager
1	Amos, Walter T.	Montreal	309 University Tower	
2	Austin, W. H.	Toronto	112 Yonge St.	
3	Boufford, D. L.	Toronto	112 Yonge St.	
4	Cherry, William T.	Toronto	137 Wellington St. W.	
5	Chown, E. R.	Montreal	1106 Dominion Sq. Bldg.	
6	Cooke, Jack	Toronto	305 Victory Bldg.	
7	Crowley, W. J.	Montreal	27 Burton Ave.	
8	Ford, A. E.	Toronto	74 King St. East	
9	Houston, William	Toronto	1206 Canada Permanent Bldg. 320 Bay Street	
10	Laidlaw, J. C.	Hamilton	25 Hughson St., S.	
11	McCracken, L. F.	Toronto	108-109 McKinnon Bldg.	
12	McGaey, Joseph	Toronto	21 King St.	
13	McPhee, Douglas	Montreal	1434 St. Catherine St. W.	
14	Mears, Fred C.	Ottawa	302 Victoria Bldg.	
15	Pearce, W. S., Company	Vancouver	411 Providence Bldg.	
16	Pearson, C. M.	Toronto—2	80 King St. West	
17	Rathbone, J. B.	Toronto	214 Metropolitan Bldg.	
		Montreal	407 Canada Cement Bldg.	J. B. Rathbone
18	Rees, S. L.	Toronto	820 Metropolitan Bldg.	
19	Rose, Hugh	Toronto	201 McKinnon Bldg.	
20	Sampson, A. G.	Toronto	330 Bay St.	
21	Sanderson, H. M.			
22	Southam Newspapers	Toronto	350 Bay St.	
		Montreal	1070 Bleury St.	A. H. Allardyce
23	Thompson, F. W.	Toronto	100 King St.	
24	Wilgar, Allan B.	Toronto	1511 Metropolitan Bldg.	
25	Wilson, E. M.	Toronto	390 Bay St.	
26	Wilson, F. J.	Montreal	844 Canada Cement Bldg.	

ENGLISH REPRESENTATIVES

E 1	Dorland Adv., Ltd.	London	14 Regent St.	
E 2	Smyth, F. A.	London	34-40 Ludgate Hill, E. C. 4.	

WHITE HOUSE NEWS PHOTOGRAPHERS ASSOCIATION

H. M. Van Tine, secretary, 605 Hearst Bldg. Acme Newspictures, Inc., 1013 Thirteenth Street, George Gaylin, Manager.

Associated Press Service, Washington Star Building, Robert Walton, feature photo editor.

Harris & Ewing, 1313 F Street, Andrew J. May, news photo editor.

International News Photos, 605 Hearst Building, Joseph Marsland, manager.

Times Wide World, 725 Albee Building, J. D. Jamieson, manager.

Underwood & Underwood, 1230 Conn. Ave., L. Rubel, manager.

Fox Movietone News, 736 Albee Building, Anthony Muto, manager.

Metrotone News, M.G.M. Exchange, 1008 New Jersey Ave., J. C. Brown, manager.

Pathe News, 504 Albee Building, George Dorsey, manager.

Paramount News, Paramount Exchange, 1101 North Capitol St., Robert Denton, manager.

Universal Newsreel, Universal Exchange, 924 New Jersey Ave., James Lyons, manager.

DAILY NEWSPAPER CORRESPONDENTS IN NEW YORK

Baltimore Sun — Adolph E. Fisher, Herald Tribune.

Boston Herald—L. E. Fanning, Times Annex.

Buffalo Evening News—Ira S. French, Herald Tribune.

Chicago Tribune—Jack O. Felt, Times Annex.

Chicago Journal of Commerce—Edward Beckman, 15 Williams St.

Cincinnati Inquirer — J. C. Muma, Herald Tribune.

Detroit News—L. L. Stevenson, 247 West 43rd Street.

Milwaukee Journal — A. D. Gannon, Times Annex.

Montreal Gazette and **Toronto Globe and Mail**—J. M. Fyfe, Times Annex.

Montreal Star—C. Langford-Baker, 220 East 42nd Street.

New Orleans Times-Picayune — Marion J. Pike, Daily News.

St. Louis Globe Democrat—J. R. Treverton, Times Annex.

The Ready Reckoner

Circulations and Advertising Rates of 383 Morning, 1505 Evening and 524 Sunday Newspapers of U. S., Detailed on Preceding Pages, Are Summarized by States and Nationally. Similar Data for Canadian Newspapers by Provinces

State	POPULATION 1930 CENSUS	No. of English Language Daily Newspapers (U. S.)			Total Net Paid Circulations			Joint Minimum Advertising Rates			NUMBER SUNDAY NEWS-PAPERS	TOTAL SUNDAY CIRC.	TOTAL SUNDAY ADV. RATES
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alabama	2,646,248	3	18	21	97,681	278,013	375,694	$.335	$1.152	$1.482	9	241,301	$.868
Arizona	435,573	5	6	11	52,590	45,956	98,546	.243	.268	.511	5	58,053	.275
Arkansas	1,854,482	6	33	39	101,097	127,982	229,079	.32	.992	1.312	10	189,610	.62
California	5,677,251	36	100	136	955,259	1,251,195	2,206,454	3.426	6.019	9.445	29	1,875,251	4.22
Colorado	1,035,791	5	24	29	61,126	245,677	306,803	.30	.83	1.13	7	362,511	1.06
Connecticut	1,606,903	6	23	29	118,688	369,727	488,415	.41	1.36	1.77	6	265,599	.725
Delaware	238,380	1	1	2	16,531	41,930	58,461	.08	.08	.16	1	9,130	.065
District of Columbia	486,869	2	3	5	220,253	319,902	540,155	.40	.65	1.05	3	470,107	.99
Florida	1,606,842	12	28	40	282,975	234,975	517,950	1.02	1.37	2.39	23	395,192	1.73
Georgia	2,908,506	6	21	27	192,910	231,312	424,222	.515	1.09	1.605	13	387,251	1.19
Idaho	445,032	5	12	17	38,767	57,044	95,811	.233	4.37	.67	5	50,003	.345
Illinois	7,630,654	8	89	97	1,049,367	1,898,313	2,947,680	1.597	5.799	7.396	20	2,672,452	4.10
Indiana	3,238,503	18	82	100	338,598	841,233	1,179,831	1.095	3.233	4.328	14	501,997	1.395
Iowa	2,470,939	3	43	46	189,729	583,314	773,043	.345	2.558	2.903	8	528,378	1.37
Kansas	1,880,999	6	53	59	126,176	348,534	474,710	.365	2.086	2.451	11	292,084	.775
Kentucky	2,614,589	7	22	29	149,868	226,986	376,854	.48	1.06	1.54	11	296,206	1.20
Louisiana	2,101,593	6	11	17	205,890	201,128	407,018	.565	.69	1.255	5	320,444	.68
Maine	797,423	5	5	10	109,104	62,117	171,221	.33	.25	.58	1	53,909	.085
Maryland	1,631,526	4	8	12	164,806	394,131	558,937	.365	.80	1.165	3	402,953	.98
Massachusetts	4,249,614	10	49	59	1,040,933	1,247,353	2,288,286	2.195	4.314	6.509	11	1,457,456	3.03
Michigan	4,842,325	5	50	55	363,470	1,218,487	1,581,957	.802	3.702	4.504	15	1,364,196	2.835
Minnesota	2,563,953	4	29	33	205,531	629,507	835,038	.52	1.911	2.431	5	539,580	1.25
Mississippi	2,009,821	4	16	20	41,255	90,757	132,032	.21	.68	.89	7	99,288	.48
Missouri	3,629,367	8	48	56	667,656	971,083	1,638,639	.842	2.671	3.513	13	1,047,620	2.112
Montana	537,606	9	9	18	75,826	37,003	112,829	.41	.39	.80	10	104,690	.565
Nebraska	1,377,963	8	16	24	147,708	196,062	343,770	.535	.865	1.40	5	238,165	.745
Nevada	91,058	1	7	8	7,503	27,619	35,122	.055	.23	.285	1	8,452	.11
New Hampshire	465,293	1	8	9	19,170	55,655	74,825	.06	.275	.335	0	.....	.....
New Jersey	4,041,334	7	25	32	166,652	584,280	750,932	.75	1.935	2.685	6	208,717	.82
New Mexico	423,317	4	14	18	26,699	63,972	90,671	.185	.535	.72	8	45,865	.355
New York	12,588,066	28	79	107	4,056,865	3,104,707	7,281,754	6.90	9.136	16.036	23	8,440,369	10.341
North Carolina	3,170,260	12	29	41	272,605	222,729	495,334	.80	1.368	2.168	16	357,887	1.255
North Dakota	680,845	2	9	11	30,308	55,126	85,434	.11	.41	.52	2	50,190	.20
Ohio	6,646,697	12	97	109	524,360	1,944,795	2,469,155	1.242	6.177	7.419	23	1,301,985	3.13
Oklahoma	2,396,040	12	50	62	235,253	336,402	571,655	.877	2.093	2.97	42	486,686	2.215
Oregon	953,786	5	17	22	146,836	216,129	362,965	.42	.94	1.36	8	315,214	.905
Pennsylvania	9,631,350	29	106	135	1,181,652	2,161,524	3,343,176	3.117	7.477	10.594	14	2,376,122	3.235
Rhode Island	687,497	2	6	8	40,542	172,506	213,048	.14	.52	.66	2	115,907	.29
South Carolina	1,738,765	7	10	17	128,423	88,721	217,143	.39	.455	.845	7	136,873	.395
South Dakota	675,082	3	13	16	9,546	98,366	107,912	.10	.62	.72	3	30,103	.19
Tennessee	2,616,556	6	21	27	292,997	315,790	608,787	.695	1.196	1.891	13	518,413	1.425
Texas	5,824,715	23	95	118	578,127	967,085	1,545,212	1.72	4.481	6.201	63	1,222,279	4.583
Utah	507,847	2	5	7	61,417	80,797	142,214	.135	.345	.48	3	112,512	.34
Vermont	359,611	2	8	10	33,168	35,797	68,965	.13	.225	.355	0	.....	.....
Virginia	2,421,851	11	20	31	216,343	251,167	467,510	.68	1.045	1.725	11	259,846	.82
Washington	1,563,396	4	20	24	181,302	411,102	592,404	.54	1.62	2.16	9	503,107	1.225
West Virginia	1,729,205	9	22	31	138,857	170,646	309,503	.492	.847	1.339	9	240,553	.745
Wisconsin	2,939,006	2	39	41	138,073	603,420	741,493	.305	2.574	2.879	7	538,614	1.25
Wyoming	225,565	7	6	13	24,225	27,909	52,134	.27	.255	.525	4	25,889	.24
Totals of U. S. English-Language Daily Newspapers	123,143,382	383	1,505	1,888	15,524,717	24,145,965	39,670,682	$38.051	$90.016	$128.067	524	31,519,009	$67.759
Territory of Hawaii	368,336	2	3	5	22,704	49,600	72,304	.12	.215	.335	3	34,427	.17
For Comparative Purposes:													
Newspapers as of Oct. 1, 1938		398	1,538	1,936	15,107,981	24,463,858	39,571,839	$38.957	$91.355	$130.312	523	30,480,922	$65.095
Newspapers as of Oct. 1, 1937		416	1,577	1,993	15,876,784	25,541,946	41,418,730	$39.708	$93.274	$132.982	539	30,956,916	$66.795
Newspapers as of Oct. 1, 1936		405	1,584	1,989	15,326,143	24,966,123	40,292,266	$39.605	$92.918	$132.513	520	29,962,120	$64.988
Newspapers as of Oct. 1, 1935		390	1,560	1,950	14,434,431	23,721,109	38,155,540	$37.296	$88.105	$125.401	518	28,149,343	$59.664

READY RECKONER FOR DAILY NEWSPAPERS OF THE DOMINION OF CANADA

Province	POPULATION 1930 CENSUS	No. of Daily Newspapers			Total Net Paid Circulations			Joint Minimum Advertising Rates			NUMBER SUNDAY NEWS-PAPERS	TOTAL SUNDAY CIRC.	TOTAL SUNDAY ADV. RATES
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alberta	772,017	1	5	6	13,922	82,830	96,752	$.08	$.35	$.43	0	.....	.....
British Columbia	694,263	3	8	11	39,080	174,209	213,289	.19	.621	.811	1	17,672	$.075
Manitoba	711,056	1	5	6	4,443	103,100	107,543	.08	.26	.34	0	.....	.....
New Brunswick	408,219	2	3	5	26,964	15,178	42,142	.09	.12	.21	0	.....	.....
Nova Scotia	512,846	2	7	9	45,526	68,054	113,580	.135	.275	.41	0	.....	.....
Ontario	3,431,683	4	32	36	206,054	721,703	927,757	.44	1.84	2.28	1	382,918	.45
Prince Edward Island	88,038	1	1	2	6,011	4,007	10,018	.04	.02	.06	0	.....	.....
Quebec	2,874,255	4	13	17	77,880	599,549	677,429	.32	1.075	1.395	2	199,370	.35
Saskatchewan	930,977	0	5	5	.....	68,498	68,498	.....	.33	.33	0	.....	.....
Total Canadian Dailies	10,423,354	18	79	97	419,880	1,837,128	2,257,008	$1.375	$4.891	$6.266	4	599,960	$.875
For Comparative Purposes:													
Canadian Dailies as of Oct. 1, 1938		18	78	96	403,970	1,814,662	2,218,632	$1.35	$4.954	$6.304	4	438,836	$.645
Canadian Dailies as of Oct. 1, 1937		21	82	103	461,793	1,774,727	2,236,520	$1.45	$4.987	$6.437	4	432,015	$.595
Canadian Dailies as of Oct. 1, 1936		21	82	103	473,571	1,839,891	2,312,762	$1.49	$5.016	$6.506	4	427,694	$.535
Canadian Dailies as of Oct. 1, 1935		22	79	101	482,500	1,659,027	2,141,527	$1.565	$4.614	$6.179	4	369,766	$.535

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PRINCIPAL NEWSPAPER CHAINS OF UNITED STATES AND CANADA

PAUL BLOCK NEWSPAPERS—Pittsburgh (Pa.) Post-Gazette, Toledo (O.) Blade, Toledo Times, Paul Block, Pres., 247 Park Ave., New York City.

E. M. BODDY NEWSPAPERS—Los Angeles (Cal.) Daily News, Evening News. E. Manchester Boddy, Pres., 1257 S. Los Angeles St., Los Angeles, Cal.

BOOTH NEWSPAPERS, INC.—Grand Rapids (Mich.) Press, Flint (Mich.) Journal, Kalamazoo (Mich.) Gazette, Saginaw (Mich.) News, Jackson (Mich.) Citizen Patriot, Muskegon (Mich.) Chronicle, Bay City (Mich.) Times, Ann Arbor (Mich.) News. Booth Newspapers, Inc., 2500 Buhl Building, Detroit, Mich. George G. Booth, Pres.

BRUSH-MOORE NEWSPAPERS—Canton (O.) Repository, Steubenville (O.) Herald-Star, Marion (O.) Star, East Liverpool Review, Portsmouth Times, Salem (O.) News, Salisbury (Md.) Times. Louis Brush, Pres., Salem, Ohio. General offices, Canton, Ohio.

HARRY F. BYRD NEWSPAPERS—Harrisonburg (Va.) News Record, R. Gray Williams, Pres., Winchester, Va., Harry F. Byrd, General Manager, Winchester, Va., Winchester, Va., Star, Harry F. Byrd, Publisher, Winchester, Va., Harry F. Byrd, Jr., Editor, Winchester, Va.

CAPPER NEWSPAPERS—Topeka (Kan.) Capital, Kansas City (Kan.) Kansan, Arthur Capper, Press., Topeka, Kan.

CENTRAL NEWSPAPERS, INC.—Huntington (Ind.) Herald-Press, Vincennes (Ind.) Sun-Commercial, Clinton (Okla.) Daily News, Alva (Okla.) Review Courier, El Reno (Okla.) Daily Tribune, Hobart (Okla.) Democrat-Chief, Mangum (Okla.) Daily Star, Lebanon (Ind.) Daily Reporter, affiliated with, but not owned by Central Newspapers, Inc. E. C. Pulliam, Indianapolis, Ind., Pres., N. G. Mason, Indianapolis, Ind., Secy.-Treas.; Howard W. Zinn, Business Manager, General offices, 540 N. Meridian, Indianapolis, Ind.

I. C. COPLEY NEWSPAPERS—(See The Copley Press, Inc., and Southern California Associated Newspapers). I. C. Copley d.b.a. Illinois State Journal, Springfield, Ill. A. W. Shipton, General Manager.

JAMES M. COX NEWSPAPERS—Dayton (O.) News, Springfield (O.) Sun, Miami (Fla.) News, Atlanta (Ga.) Journal. Hon. James M. Cox, Pres.; James M. Cox, Jr., Ass't Pub. & Vice-pres., Dayton, Ohio.

DECATUR NEWSPAPERS, INC., Decatur, Ill., publishers of Decatur Herald, Decatur Daily Review and Sunday Herald and Review, and The Evening Courier (Champaign-Urbana, Ill.), and owners of EAST SHORE NEWSPAPERS, INC., publishers of East St. Louis Journal.

J. C. DENIOUS NEWSPAPERS—Dodge City (Kan.) Globe, Norton (Kan.) Telegram, J. C. Denious, President Dodge City, Kan.

GEO. B. DOLLIVER NEWSPAPERS—Conine Pub. Co., Big Rapids (Mich.) Pioneer, Cheboygan (Mich.) Tribune, Manistee (Mich.) News-Advocate, Geo. B. Dolliver, Pres., Moon-Journal Pub. Co.; Battle Creek (Mich.) Moon-Journal, Geo. B. Dolliver, Pres.; Herald-Record Co., Traverse City (Mich.) Record-Eagle, A. C. Baldorff, Pres.; Geo. B. Dolliver, Vice-Pres.

DOW JONES & CO., NEWSPAPERS—Wall Street Journal, New York; Boston News Bureau, Boston; Philadelphia Financial Journal, Philadelphia; Pacific Coast Edition Wall Street Journal, San Francisco, Barron's, the National Financial Weekly, owned by Financial Press Companies of America, Kenneth C. Hogate, president, 44 Broad St., New York.

EWING NEWSPAPERS—Shreveport (La.) Times, Monroe (La.) World, Monroe News-Star. John D. Ewing, Pres., Shreveport, La.

FEDERATED PUBLICATIONS, INC.—Grand Rapids (Mich.) Herald, Lansing (Mich.) State Journal, Battle Creek (Mich.) Enquirer & News. A. L. Miller, Pres., Battle Creek, Mich.

FENTRESS-MARSH NEWSPAPERS—Austin (Tex.) American, Austin Statesman, Waco (Tex.) News-Tribune, Waco Times-Herald, Port Arthur (Tex.) News, also interest in Wichita Falls (Tex.) Times and Record-News, and Texarkana (Tex.-Ark.) Gazette-News.

FRANK E. GANNETT NEWSPAPERS—Rochester (N. Y.) Times-Union, Rochester Democrat & Chronicle, Hartford (Conn.) Times, Albany (N. Y.) Knickerbocker News, Utica (N. Y.) Observer-Dispatch, Utica Press, Elmira (N. Y.) Star-Gazette, Elmira Advertiser, Elmira Sunday Telegram, Newburgh (N. Y.) News, Beacon (N. Y.) News, Plainfield (N. J.) Courier-News, Ithaca (N. Y.) Journal, Olean (N. Y.) Times-Herald (minority interest), Ogdensburg (N. Y.) Journal, Malone (N. Y.) Telegram, Danville (Ill.) Commercial-News, Saratoga Springs (N. Y.) Saratogian, Massena (N. Y.) Observer. Executive offices, Rochester, N. Y. Frank E. Gannett, Pres., Rochester, N. Y.; Frank E. Tripp, Gen. Mgr., Elmira, N. Y.

GUY P. GANNETT NEWSPAPERS—(Gannett Publishing Co., Inc.) Augusta (Me.) Kennebec Journal; Portland (Me.) Press Herald, Evening Express, Sunday Telegram; Waterville (Me.) Sentinel. Guy P. Gannett, Pres., Portland, Me.

F. F. GARSIDE NEWSPAPERS—Las Vegas (Nev.) Review-Journal, Tonopah (Nev.) Times-Bonanza.

GORE NEWSPAPERS — Daytona Beach (Fla.) Sun Record, Deland (Fla.) Sun News, New Smyrna (Fla.) Daily News, Fort Lauderdale (Fla.) Daily News, General Offices Daily News, Fort Lauderdale, Fla. Fla. Robert H. Gore, Pres.

GRANDON GROUP—Sterling (Ill.) Daily Gazette, La Salle (Ill.) Daily Post-Tribune, Milledgeville-Chadwick Free Press (weekly), Milledgeville, Ill., Erie Independent (weekly), Erie, Ill. D. W. Grandon, Pres.; Preston F. Grandon, Vice-Pres.

JOHN P. HARRIS & SIDNEY F. HARRIS & Herald, Ottawa (Kan.) Herald, Chanute (Kan.) Tribune; associated with Salina (Kan.) Journal. Headquarters: Hutchinson, Kan.

HEARST NEWSPAPERS — New York Journal-American, New York Mirror, Albany (N. Y.) Times-Union, Boston (Mass.) Record (m) American (e) and Sunday Advertiser, Baltimore (Md.) News-Post and Sunday American, Pittsburgh (Pa.) Sun-Telegraph, Chicago Herald-American, Milwaukee (Wis.) News Sentinel, Detroit (Mich.) Times, San Francisco (Calif.) Examiner, San Francisco (Calif.) Call-Bulletin, Oakland (Calif.) Post-Enquirer, Los Angeles (Calif.) Examiner, Los Angeles (Calif.) Herald-Express, San Antonio (Tex.) Light and Seattle (Wash.) Post-Intelligencer. W. R. Hearst, Pres., care Hearst Newspapers, Hearst Magazine Building, 57th St. and 8th Ave., New York, N. Y. J. D. Gortatowsky, General Manager, 57th St. and 8th Ave., New York, N. Y.

HOWE NEWSPAPERS—Atchison (Kan.) Globe, Amarillo (Tex.) Globe, Amarillo News, Lubbock (Tex.) Avalanche & Journal. Gene A. Howe, Pres., Amarillo, Tex.

KNIGHT NEWSPAPERS — Akron (O.) Beacon-Journal, Miami (Fla.) Herald. John S. Knight, Pres., Akron, Ohio.

EDGAR KOEHL NEWSPAPERS—Ashland (Ohio) Times-Gazette, Galion (Ohio) Inquirer. Edgar Koehl, Pres., Ashland, Ohio.

LEE SYNDICATE NEWSPAPERS—Davenport (Ia.) Times, Davenport Democrat & Leader, Ottumwa (Ia.) Courier, Muscatine (Ia.) Journal, Macon City (Ia.) Globe-Gazette & Times, Madison (Wis.) State Journal, La Crosse (Wis.) Tribune & Leader-Press, Hannibal (Mo.) Courier-Post, Kewanee (Ill.) Star-Courier, Lincoln (Neb.) Star. E. P. Adler, Pres., Davenport, Ia.

LUSK-MITCHELL NEWSPAPERS, INC.—Huron (S. D.) Huronite, Yankton (S. D.) Press & Dakotan. W. C. Lusk, Yankton, Pres.; R. D. Lusk, Treasurer-Secretary. Headquarters: Huron, S. D.

MACY WESTCHESTER NEWSPAPERS—Yonkers (N. Y.) Herald Statesman, Tarrytown (N. Y.) News, Port Chester (N. Y.) Item, Ossining (N. Y.) Citizen Register, Mt. Vernon (N. Y.) Argus, New Rochelle (N. Y.) Standard Star, White Plains (N. Y.) Evening Dispatch, Mamaroneck (N. Y.) Times. County News Bureau, 10 Church st., White Plains, N. Y. General offices, Yonkers, N. Y.

McCLATCHEY NEWSPAPERS—The Sacramento (Cal.) Bee (headquarters); Fresno (Cal.) Bee; Modesto (Cal.) Bee. G. C. Hamilton, Vice-Pres. and Gen. Mgr., Sacramento, Cal.

W. J. McGIFFIN NEWSPAPERS—Ft. Madison (Ia.) Democrat, Excelsior Springs (Mo.) Standard, Brainerd (Minn.) Dispatch, Pawhuska (Okla.) Journal Capital, Spencer (Ia.) Daily Reporter. W. J. McGiffin, Pres., 223 Dwight Bldg., Kansas City, Mo.

J. L. MEEKS NEWSPAPERS—Florence (Ala.) Times, Sheffield (Ala.) Tri-Cities Daily, Standard & Times (weekly) Sheffield, Ala. J. L. Meeks, sole owner, Florence, Ala.

W. S. MUDD NEWSPAPERS—Tuscaloosa (Ala.) News, Rome (Ga.) News-Tribune, Gadsden (Ala.) Times. W. S. Mudd, Pres., 924 Essex Road, Birmingham, Ala.

WALTER MURRAY NEWSPAPERS — Ranger (Tex.) Times, Eastland (Tex.) Telegram, Breckenridge (Tex.) American, Mineral Wells (Tex.) Index. Walter Murray, Pres., Mineral Wells, Tex.

MORGAN MURPHY NEWSPAPERS—Superior (Wis.) Telegram, Manitowoc (Wis.) Herald-Times, Chippewa Falls (Wis.) Herald-Telegram, Two Rivers (Wis.) Reporter, Lafayette (La.) Daily Advertiser. Morgan Murphy, Pres., Superior, Wis.

S. I. NEWHOUSE NEWSPAPERS—Syracuse (N. Y.) Journal-Herald & Sunday American, Newark (N. J.) Star-Ledger, Jamaica Long Island Press; Long Island City Star-Journal, Staten Island (N. Y.) Advance.

NIXON NEWSPAPERS, INC.—Michigan City (Ind.) News-Dispatch, Peru (Ind.) Tribune, Wabash (Ind.) Plain Dealer, Middlesboro (Ky.) News. Mrs. Eugenia H. Nixon, Pres., Wabash, Ind.

H. C. OGDEN NEWSPAPERS—Wheeling (W. Va.) Intelligencer, Wheeling News-Register, Martinsburg (W. Va.) Journal, Hinton (W. Va.) News, Weirton (W. Va.) Times, Moundsville (W. Va.) Journal, Fairmont (W. Va.) Times, Fairmont West Virginian, Point Pleasant (W. Va.) Register, Elkins (W. Va.) Inter-Mountain, Parkersburg (W. Va.) Sentinel, Parkersburg News, Welch (W. Va.) News, Williamson (W. Va.) News, Washington (N. C.) News, and Sutton (W. Va.) Braxton Central (weekly). H. C. Ogden, Pres., Wheeling, W. Va.

R. W. PAGE CORPORATION NEWSPAPERS—Columbus (Ga.) Ledger, Columbus Enquirer, Bradenton (Fla.) Herald. A. H. Chapman, Pres., Columbus, Ga.

C. E. PALMER NEWSPAPERS—Texarkana (Tex.-Ark.) Gazette and News, El Dorado (Ark.) Times and News, Hot Springs (Ark.) New Era and Sentinel-Record, Camden (Ark.) News, half interest with A. H. Washburn in Hope (Ark.) Star, half interest with Ray Kimball in Magnolia (Ark.) Banner-News. C. E. Palmer, Pres., Texarkana, Ark.-Tex.

PENINSULA NEWSPAPERS INCORPORATED—Palo Alto (Cal.) Times, Redwood City (Cal.) Tribune, Burlingame (Cal.) Advance-Star. Geo. F. Morell, Pres., Palo Alto, Cal.

S. A. PERKINS NEWSPAPERS—Bellingham (Wash.) Herald, Olympia (Wash.) Olympian. S. A. Perkins, Pres. and owner, Tacoma, Wash.

JOHN H. PERRY NEWSPAPERS—Reading (Pa.) Times, Jacksonville (Fla.) Journal, Pensacola (Fla.) Journal and News, Panama City (Fla.) News-Herald. John H. Perry, Pres., care of Western Newspaper Union, 310 East 45th Street, New York, (N. Y.)

W. F. PRISK NEWSPAPERS—Long Beach (Cal.) Press-Telegram, Long Beach Sun, Grass Valley (Cal.) Union. W. F. Prisk, Pres. of each company, but not complete owner, Long Beach, Cal.

JAMES R. RHODES NEWSPAPERS—Newton (Ia.) Daily News, Jasper County Record (weekly), Newton, Iowa, Perry (Ia.) Daily Chief, Chief-Advertiser (weekly), Carroll (Ia.) Daily Herald, Carroll (Ia.) Times (weekly). James R. Rhodes, Pres., Newton, Iowa.

RIDDER BROTHERS NEWSPAPERS—New York Journal of Commerce, New York Staats-Zeitung, and Herold, St. Paul (Minn.) Pioneer Press & Dispatch, Duluth (Minn.) Herald, Duluth News-Tribune, Aberdeen (S. D.) American and News, Grand Forks (N. D.) Herald, minority interest in Seattle (Wash.) Times. J. E. Ridder, Pres., care New York Journal of Commerce.

C. F. RIDENOUR NEWSPAPERS—Piqua (O.) Call, Urbana (O.) Citizen. C. F. Ridenour, Pres., Piqua, O.

C. A. ROWLEY NEWSPAPERS—Ashtabula (O.) Star-Beacon, Geneva (O.) Free Press, Painesville (O.) Telegraph, Conneaut (O) News, Herald. C. A. Rowley, Pres., Ashtabula, O.

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SCRIPPS-HOWARD NEWSPAPERS—New York World-Telegram, Cleveland Press, Pittsburgh Press, Cincinnati Post, Columbus (O.) Citizen, San Francisco (Cal.) News, Washington (D. C.) News, Indianapolis (Ind.) Times, Knoxville (Tenn.) News-Sentinel, Memphis (Tenn.) Press-Scimitar, Memphis (Tenn.) Commercial Appeal, Birmingham (Ala.) Post, Houston (Tex.) Press, Fort Worth (Tex.) Press, El Paso (Tex.) Herald-Post, Albuquerque (N. M.) Tribune, Covington (Ky.) Kentucky Post, Denver (Colo.) Rocky Mountain News, Evansville (Ind.) Press. Roy W. Howard, Chairman Executive Committee; W. W. Hawkins, Chairman of the Board, 230 Park ave., New York, N. Y.

SCRIPPS LEAGUE OF NEWSPAPERS—Seattle (Wash.) Star, Tacoma (Wash.) Times, Boise (Idaho) Capital News, San Luis Obispo (Cal.) Tribune-Telegram, Provo (Utah) Herald, Logan (Utah) Herald-Journal, Coeur d'Alene (Idaho) Press, Bremerton (Wash.) Sun. The Scripps Newspapers, Inc., Edward W. Scripps, Chairman of the Board; James G. Scripps, Pres., 1005 Textile Tower, Seattle, Wash.

JOHN P. SCRIPPS NEWSPAPERS—Ventura (Calif.) Star-Free Press, Watsonville (Calif.) Register-Pajaronian, Santa Paula (Calif.) Chronicle, Redding (Calif.) Record. John P. Scripps, Pres. and General Manager, Vice-Pres. and editor-in-chief, Roy Pinkerton, P. O. Box 171, Ventura, Calif.

SHAFFER GROUP—Indianapolis Star, Muncie (Ind.) Star. John C. Shaffer, Pres., 111 West Jackson Blvd., Chicago, Ill. Principal office, Indianapolis, Ind., 301 N. Pennsylvania St.

JAMES H. SKEWES NEWSPAPERS—Meridian (Miss.) Star, Laurel (Miss.) Leader-Call, Perry (Okla.) Journal, Crowley (La.) Signal, Peru (Ill.) News-Herald and Evanston (Ill.) Daily News-Index. Jas. H. Skewes, Pres., Meridian, Miss.

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SOUTHERN OREGON NEWSPAPERS—Roseburg (Ore.) News-Review, Klamath Falls (Ore.) Herald & News. Frank Jenkins, Pres., Klamath Falls, Ore. Headquarters office, Klamath Falls, Ore. Radio Station KRNR, Roseburg, Ore., owned by Southern Oregon Newspapers.

SPEIDEL NEWSPAPERS, INC.—Headquarters, Palo Alto, Cal. A national service and research organization for newspapers owned by Merritt C. Speidel and organized as separate companies in the states in which they are published: Iowa City (Ia.) Press-Citizen, Chillicothe (O.) Scioto Gazette, Chillicothe News-Advertiser, Sunday Gazette & Advertiser, Salinas (Cal.) Index-Journal, Salinas Morning Post, Fort Collins (Colo.) Express-Courier, Cheyenne (Wyo.) Wyoming State Tribune, Wyoming Eagle, Wyoming Stockman-Farmer, Poughkeepsie (N. Y.) Sunday Courier, Reno (Nev.) Evening Gazette, Nevada State Journal.

Radio Units—KDON, studios at Salinas, Monterey and Santa Cruz, Cal.; WGNY, studios at Poughkeepsie, Newburg and Middletown, N. Y.

Notes: Wyoming papers owned jointly with Tracy S. McCracken. California Radio Station KDON owned jointly by Salinas Newspapers, Inc. and Monterey Peninsula Herald.

STAUFFER PUBLICATIONS, INC.—Grand Island (Neb.) Independent, Topeka (Kan.) Journal, Arkansas City (Kan.) Traveler, Maryville (Mo.) Forum, Independent (Kan.) Reporter, Pittsburg (Kan.) Headlight and Sun, Shawnee (Okla.) News and Star, Topeka State Journal, KGFF Broadcasting Station, Shawnee, Okla. Affiliated with this group are also The Santa Fe New Mexican, Oscar Stauffer, Pres., Arkansas City, Kan.

J. DAVID STERN NEWSPAPERS—Philadelphia Record, Camden (N. J.) Evening Courier, Morning Post, J. David Stern, Pres., Record Bldg., Philadelphia, Pa.

R. B. TERRY NEWSPAPERS—Highpoint (N. C.) Enterprise, Burlington (N. C.) Times-News.

THE COPLEY PRESS, INC., 8 Main st., Aurora, Ill. (See I. C. Copley Newspapers). I. C. Copley, Pres.; B. P. Alschuler, Vice-Pres.; F. M. James, Treas.-Secy.; C. O. Goodwin, Asst. Treas. and Asst. Secy.

CANADA

DINGMAN NEWSPAPERS — Stratford (Ont.) Beacon-Herald, St. Thomas (Ont.) Times-Journal. L. H. Dingman, Pres., St. Thomas, Ont.

SIFTON NEWSPAPERS—Winnipeg (Man.) Free Press (morn.-eve.), J. W. Dafoe, Pres.; Victor Sifton, Vice-Pres. and Gen. Mgr.; Regina (Sask.) Leader-Post, Victor Sifton, Pres.; Saskatoon (Sask.) Star-Phoenix, Victor Sifton, Pres.

SOUTHAM NEWSPAPERS — Ottawa (Ont.) Citizen, Hamilton (Ont.) Spectator, Calgary (Alta.) Herald, Edmonton (Alta.) Journal, Vancouver (B. C.) Province, Winnipeg (Man.) Tribune. Southam Company Limited, 1070 Bleury st., Montreal. F. N. Southam, Pres.

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

MORNING NEWSPAPERS

Period	No. of Papers	Total Net Paid Circulation	Total Agate Line Rate	Total Milline Rate	Difference in Rate per Line per Million Circulation as of Dec. 31, 1939		
12/31/39	383	15,524,717	$38.051	$2.45	.....	....	.....
12/31/38	398	15,107,981	38.957	2.57	Decrease	0.12	4.66%
12/31/37	406	15,876,784	39.708	2.50	Decrease	0.05	2.00%
12/31/36	405	15,326,431	39.605	2.58	Decrease	0.13	5.04%
12/31/35	390	14,434,431	37.296	2.58	Decrease	0.13	5.04%
12/31/34	385	13,944,251	35.835	2.58	Decrease	0.13	5.04%
12/31/33	378	13,206,705	35.126	2.66	Decrease	0.21	7.89%
12/31/32	380	13,711,382	35.250	2.57	Decrease	0.12	4.67%
12/31/31	384	14,342,790	36.821	2.57	Decrease	0.12	4.67%
12/31/30	388	14,434,257	35.513	2.52	Decrease	0.07	2.77%
12/31/29	381	14,448,878	36.903	2.55	Decrease	0.10	3.92%

EVENING NEWSPAPERS

12/31/39	1,505	24,145,965	$90.016	$3.72	.....	....	.....
12/31/38	1,538	24,463,858	91.355	3.73	Decrease	0.01	0.27%
12/31/37	1,577	25,541,946	93.274	3.65	Increase	0.07	1.91%
12/31/36	1,584	24,966,123	92.918	3.72	.....	....	.....
12/31/35	1,560	23,721,109	88.105	3.71	Increase	0.01	0.27%
12/31/34	1,544	22,764,759	85.565	3.75	Decrease	0.03	0.80%
12/31/33	1,533	21,968,533	85.221	3.87	Decrease	0.15	3.87%
12/31/32	1,533	22,696,297	84.469	3.72	.....	....	.....
12/31/31	1,539	24,418,397	86.637	3.54	Increase	0.18	5.08%
12/31/30	1,554	25,154,915	87.025	3.45	Increase	0.27	7.82%
12/31/29	1,563	24,976,737	86.407	3.38	Increase	0.34	10.06%

SUNDAY NEWSPAPERS

12/31/39	524	31,519,009	$67.759	$2.15	.....	....	.....
12/31/38	523	30,480,922	65.095	2.13	Increase	0.02	0.93%
12/31/37	539	30,956,916	66.795	2.15	.....	....	.....
12/31/36	520	29,962,120	64.988	2.16	Decrease	0.01	0.46%
12/31/35	518	28,147,343	59.664	2.12	Increase	0.03	1.41%
12/31/34	505	26,544,516	60.306	2.26	Decrease	0.11	4.87%
12/31/33	506	24,040,630	60.535	2.51	Decrease	0.36	14.34%
12/31/32	518	24,859,888	61.330	2.46	Decrease	0.31	12.60%
12/31/31	513	25,701,798	61.571	2.39	Decrease	0.24	10.04%
12/31/30	521	26,413,047	6[illegible].342	2.36	Decrease	0.21	8.90%
12/31/29	528	26,876,536	62.612	2.33	Decrease	0.18	7.71%

PRINCIPAL OFFICERS OF NEWSPAPER GUILDS

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Battle Creek, Mich.—Gerry Hanna, 36 N. McKinley ave., Battle Creek, Mich., president; Roy W. Wallace, 119 Champion st., Battle Creek, Mich., secretary; Elizabeth Holmberg, 98 W. Pitman ave., Battle Creek, Mich., treasurer.

Bellingham, Wash.—Frank Downie, 3011 Meridian st., Bellingham, Wash., president; Henry Ehlers, 164 S. Garden st., Bellingham, Wash., secretary; George A. Hipkoe, 2013 Ellis st., Bellingham, Wash., treasurer.

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Bridgeport, Conn.—Alfred Faust, 121 Ocean ave., Milford, Conn., president; Jerry Kirk, 30 Henderson rd., Fairfield, Conn., secretary-treasurer.

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Buffalo, N. Y.—Harry S. Mullany, 155 Norwalk ave., Buffalo, N. Y., president; Arthur P. Reed, Jr., 26 Irving Place, Buffalo, N. Y., secretary; Alfred Larke, Root Bldg., Rm. 410, 86 W. Chippewa st., Buffalo, N. Y., treasurer.

Chattanooga, Tenn.—Quentin Gore, 415 James blvd., Signal Mt., Tenn., secretary-treasurer.

Chicago, Ill.—Headquarters, 155 N. Clark st.; Al Jackson, c/o Guild, president; Don Stevens, c/o Guild, executive secretary; Justin G. McCarthy, c/o Guild, treasurer.

Cincinnati, Ohio—Edward Carberry, 300 Southern ave., Cincinnati, Ohio, president; Kay Fishback, 1715 Bruce ave., Cincinnati, Ohio, secretary; Max Sien, 291 Southern ave., Cincinnati, Ohio, treasurer.

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San Jose, Calif.—J. G. Stollery, 1121 Dean Ave., San Jose, Calif., president; W. Russell Collins, 360 E. St. James, San Jose, Calif., secretary-treasurer.

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Springfield, Mass.—Barker T. Hartshorn, 89 Wayne St., Springfield, Mass., president; Russell Trotman, 1608 Westfield St., W., Springfield, Mass., secretary; G. W. Memmott, 92 Mancester Terr., Springfield, Mass., treasurer.

Springfield, Ohio—John T. Brown, 1452 S. Lowry Ave., Springfield, Ohio, president; Florence Paschold, 508 Park Place, Springfield, Ohio, secretary; Wilbur Morris, 1114 Broadway, Springfield, Ohio, treasurer.

St. Louis, Mo.—H. Ellwood Douglas, 103 N. Sappington Rd., Kirkwood, Mo., president; K. G. Bellairs, 1035 Childress Ave., St. Louis, Mo., secretary; Alfred Shelton, 4120 Exeter Ave., Webster Groves, Mo., treasurer.

Stockton, Calif.—James Goodfellow, 1417 N. Edison St., Stockton, Calif., president; Tom Regan, 436 E. Lindsay, Stockton, Calif., secretary; Avery Kizer, 1534 Ramona Ave., Stockton, Calif., treasurer.

Syracuse, N. Y.—Thomas A. Rose, 220 N. Roxford Pl., Syracuse, N. Y., president.

Tacoma, Wash.—P. O. Box 654. Dave James, c/o Guild, president; Paul Anderson, c/o Guild, secretary-treasurer.

Toledo, Ohio—Lester Heins, 2241 Brown Rd., Toledo, Ohio, secretary; Jack Senn, 1605 Jefferson Ave., Toledo, Ohio, treasurer.

Topeka, Kansas—H. E. Coats, 1742 Randolph Ave., Topeka, Kansas, President; Arthur Conklin, 423 Lincoln St., Topeka, Kansas, Secretary.

Toronto, Canada—Headquarters 302 Manning Chambers. Fred Payne, c/o Guild, president; Harry Rowe, c/o Guild, secretary; Montgomery Palmer, c/o Guild, treasurer.

Utica, N. Y.—Harold A. Semple, 96 Emerson Ave., Utica, N. Y., president; James Doyle, 161 Elmwood Pl., Utica, N. Y., treasurer.

Twin Cities, Minn. — Headquarters 326 Lumber Exchange Bldg., Minneapolis, Minn. Kenneth B. Crouse, 618 Josephine Pl., St. Paul, Minn., president; Martin J. Merrick, 807 St. Clair St., St. Paul, Minn., secretary; Agnes Kriegh, c/o Guild, treasurer; John J. Biddison, c/o Guild, exec. secy.

Vancouver, B. C.—Austin Delancy, 2540 W. Fifth Ave., Vancouver, B. C., president; Doris Millighan, 46-1101 Nicola St., Vancouver, B. C., secretary; Jack Scott, c/o News-Herald, Vancouver, B. C., treasurer.

Waterbury, Conn.—John J. Morrissey, 158 Greenwood, Waterbury, Conn., president; Madeline Fleming, 25 Johnson st., Waterbury, Conn., secretary; George T. Dillon, 179 S. Elm st., Waterbury, Conn., treasurer.

Washington, D. C.—Headquarters, 1244 National Press Bldg.; William W. Rodgers, c/o Guild, president; Una Franklin, c/o Guild, secretary; Charles Malcolmson, c/o Guild, treasurer.

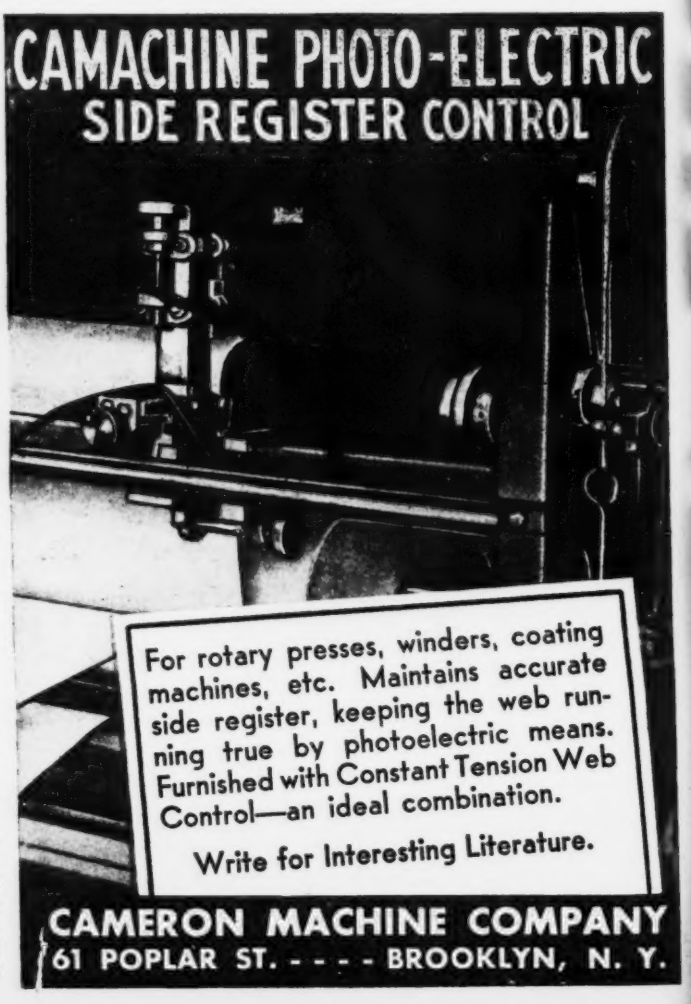
Westchester County—Edward Schlesinger, 609 West 174th st., New York City, president; Albert Floersheimer, Jr., 1 Argyle ave., New Rochelle, N. Y., secretary-treasurer.

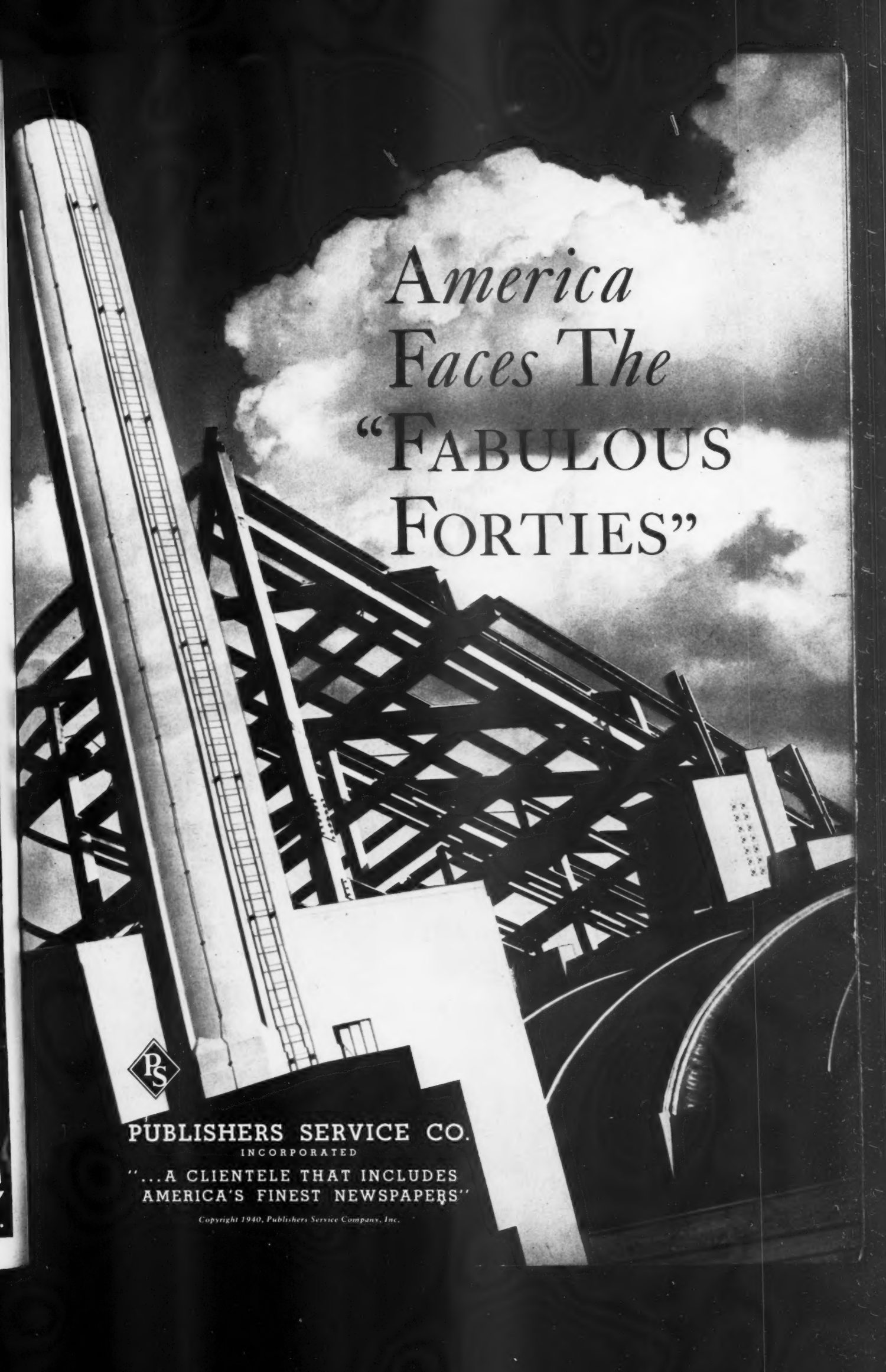
Wilkes-Barre, Pa.—Stanley Rupstas, 35 Woodbury st., Lee Park, Wilkes-Barre, Pa., president; Dan Delaney, 297 N. Main st., Wilkes-Barre, Pa., secretary-treasurer.

Winston-Salem, N. C.—Leonard E. Mohrmann, 875 Lockland ave., Winston-Salem, N. C., president; Mrs. M. G. Braddy, c/o Sentinel, Winston-Salem, N. C., secretary; Bill Schultz, c/o Journal-Sentinel, Winston-Salem, N. C., treasurer.

Worcester, Mass.—Fritz Hobin, c/o Telegram-Gazette, Worcester, Mass., president; Maurice F. Hamilton, 6 Jacques ave., Worcester, Mass., treasurer.

Youngstown, Ohio—Clingan Jackson, Lowellville, O., president; I. L. Mansell, 120 Afton ave., Boardman Township, Youngstown, O., secretary; Orrin Wright, 140 E. Judson ave., Youngstown, O., treasurer.

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CARRIER BOY PAPERS

CALIFORNIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Glendale	News-Press	The Carrier	4	9 x 11	Monthly	W. E. Buhrle
Los Angeles	Examiner	Junior Examiner	4	11 x 17	Semi-Mthly.	Harold Shugard
	Times	Times Carrier News	4	Tabloid	Monthly	Circulation Dept Staff
Oakland	Tribune	Go-Getter	12	9¼ x 12¼	Monthly	S. B. Swabey
San Jose	News	News Junior	8	Legal Size-Mimeograph	Bi-monthly.	
Stockton	Record	Circulation "Say-So"	4	17 x 11	Monthly	Art Corrigan

CONNECTICUT

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Bridgeport	Post & Telegram	Carrier Journal	4	4 x 10	8 issues-Seasonal	Stephen Varga
Hartford	Courant	Courant Events	4	11½ x 9¼	Monthly	Edward M. Sechtman

DISTRICT OF COLUMBIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Washington	Times-Herald	Go-Getter	4	Tabloid	Periodically.	Mrs. Eleanor Patterson

FLORIDA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Tampa	Times	Sales Getter	6	8½ x 11	Weekly	Mrs. M. B. Hunter

ILLINOIS

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Bloomington	Pantagraph	Family Circle	6	9½ x 13	Monthly	Charles Lane
Chicago	News	Blue Streak Carrier.	6	12 x 18	Monthly	Field Beam
Kewanee	Star-Courier	Carrier Salesman	2	8½ x 17¾	Weekly	H L. Nelson
Waukegan	News-Sun	Paper Sack	8	8½ x 11	Monthly	Kenneth Sams

INDIANA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Terre Haute	Tribune & Star	Carriers' Greeting	8	11 x 16	Yearly	

IOWA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Des Moines (City carriers)	Register & Tribune	Start Starter	4	5 col. tab	Monthly	Geo. Grant
Des Moines (Agency carriers in large cities and towns)	Register & Tribune	Route Builder	4	5 col. tab	Monthly	Geo. Grant
Des Moines (Rural route salesman)	Register & Tribune	Rural Salesman	4	5 col. tab	Monthly	Geo. Grant
Des Moines (Independent carriers in small towns)	Register & Tribune	Carrier-Salesman	4	5 col. tab	Monthly	Geo. Grant
Dubuque	Tribune	Carrier Bulletin	..	8½ x 14 Mimeo.	Weekly	
Sioux City	Tribune	Trib Mimeo	2	9 x 11	Daily	F. C. Tibbetts

KANSAS

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Topeka	Capital	Carrier Bulletin	6	8½ x 11	Monthly	Russ Chezem

KENTUCKY

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Covington	Post	Guide Post	4	11½ x 16	Monthly	

MAINE

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Rockland	Courier-Gazette	Carriers Gazette	1	4 col.	Irregular	Pres. of C-G Club

MASSACHUSETTS

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Worcester	Telegram & Gazette	Brass Tacks	4	10 x 12	Monthly	Robert J. McGinley

MICHIGAN

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Saginaw	News	Carrier Reporter	1	8½ x 14	Monthly	Roland H. Ziegler

MISSOURI

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Joplin	Globe & News-Herald	News Boy News	10	8½ x 11	Monthly	Donald Gannt

NEBRASKA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Grand Island	Independent	Carriers Weekly Bulletin	2	8½ x 14 Mimeo.	Weekly	Earl O. Peeler
Lincoln	Journal	Little Merchant	4	5 x 16	Monthly	Gladys Callander
Omaha	World-Herald	The Increaser	4	11½ x 17	Monthly	Robert Prosser

NEW YORK

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Buffalo	Polish Everybody's Daily	Serce Poloni	4	8½ x 11	Monthly	M. W. Felczynski
Brooklyn	Eagle	Eaglet	4	Tabloid	Monthly	I. Cohen
Rochester	Times-Union	Pacemaker	4	Tabloid	Monthly	Robert Corris
Yonkers	Westchester County Pub. Inc	Carrier Journal	4	Tabloid	Monthly	Paul A. Wendt

NORTH CAROLINA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Asheville	Citizen-Times	Citizen-Times Junior	4	5½ x 8½	Weekly	B. B. Humphries

NORTH DAKOTA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Fargo	Forum	Route Builder	4	Tabloid	Monthly	George W. Platt

OHIO

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Chillicothe	Gazette-News Advertiser	Trade News	4	8½ x 11	Monthly	Elmer Price
Cincinnati	Post	Guide Post	4	11½ x 16	Monthly	Ernest Karam
Cleveland	Press	Press	8	18 x 24	No definite release	Melvin H. Schwendeman
Logan	News	Newsboys' edition	12	8 x 20¾	Yearly	Paul Stivison
Toledo	Blade	Whetstone	8	12 x 17	Monthly	D. Austin & I. O'Desky

OKLAHOMA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Shawnee	News & Star	Carriers Bulletin	2	8½ x 14	Weekly	Paul McCowan

OREGON

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Portland	Oregon Journal	Little Journal	8	16½ x 11	Monthly	Carl Burkheimer

PENNSYLVANIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Easton	Free Press* (* For first issue only Dec. 14, 1939—new name, editor to be selected.)	What's My Name	4	8½ x 11	Monthly*	J. F. Austin
Lancaster	Lancaster Newspapers, Inc	Snips	4	7⅜ x 11¾	Monthly	Gerry Lestz
Philadelphia	Bulletin	Good News	6	9 x 11	Semi-Mthly.	R. L. Taylor
Pittsburgh	Press	The Lighthouse	4	11 x 14	Monthly	
Williamsport	Grit	Push	16	6 x 9	Monthly	George W. Stabler
York	Dispatch	The Hustler	4	11¼ x 7½	Monthly	Herbert E. Eisenhart

TENNESSEE

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Chattanooga	Times	Times Carrier	4	Tabloid	Monthly	J. Wm. Hoback
Knoxville	News-Sentinel	News-Sentinel Junior	4	Tabloid	Monthly	J. Ernest Walker
Nashville	Banner & Tennessean	Bulletin	4	8½ x 11	Weekly	Rob't J. Gardner

TEXAS

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Fort Worth	Star-Telegram	Star-Telegram, Jr.	4	4 x 11	Montnly	Robt. Randol

WASHINGTON

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Tacoma	News-Tribune	The Live Wire	8	11⅜ x 17	2 or 3 times year	William D. Lyness
Vancouver	Columbian	Carrier Bulletin	4	6½ x 10	Monthly	Geo. C. Cooper
Wenatchee	World	Carriers Bulletin	4–6	9 x 12	Monthly	Lon Brown & Bud Price

WEST VIRGINIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Logan	Banner	Banner, Jr	4	9½ x 7½	Weekly	B. R. Martin, Jr

CANADA

ALBERTA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Calgary	Herald	Go-Getter	4	12 x 9	Monthly	George Jackson
Edmonton	Bulletin	Sales and Service	4	21 x 9½	Monthly	Howard Watson

BRITISH COLUMBIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Vancouver	Province	Live Wire	4	8½ x 17	Monthly	L. Langdale
	Sun	The Hustler	4	11 x 17	Monthly	Morgan Whidden

MANITOBA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Winnipeg	Tribune	Live Wire	4	15¾ x 10	Monthly	M. Roberts

ONTARIO

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Niagara Falls	Review	Route Builder	4	7 x 11	Monthly	A. Furney
St. Catharines	Standard	Carriers' Standard	4	8½ x 12	Monthly	Alex. Milligan
Toronto	Globe and Mail	Globe & Mail Carrier	4	Tabloid	Monthly	A. G. Bubbra
Toronto	Star & Star Weekly	The Route Builder (City Circulation)	8	9¼ x 12¼		Ben Sugarman
Toronto	Star & Star Weekly	The Route Builder (Country Circ.)	4	9¼ x 12¼		I. Donnelly
Toronto	Star & Star Weekly	Carrier Salesman (Country Circ.)	4–8	6½ x 10		I. Donnelly

QUEBEC

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Montreal	Gazette	The Router	4	8½ x 13	Monthly	L. T. Colvey

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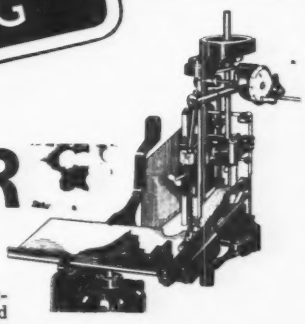

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PHOTO-ENGRAVER SCALES

CITY	DAY WORK Contract Hours Per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours Per Week	NIGHT WORK Hourly Wage Rates
New York, N. Y.	37½	1.786	37½	2.080
Chicago, Ill.	37½	1.666	37½	1.866
Philadelphia, Pa.	37½	1.573	37½	(nite) 1.786 (eve) 1.706
Cleveland, Ohio	40	1.475	37½	1.706
St. Louis, Mo.	40	1.468	38	1.677
Baltimore, Md.	40	1.450	40	1.600
Boston, Mass.	37½	1.467	37½	1.600
Pittsburgh, Pa.	40	1.500	40	1.600
San Francisco, Cal.	37½	1.350	37½	1.420
Milwaukee, Wis.	37½	1.533	37½	1.666
Washington, D. C.	40	1.500	37½	1.720
Minneapolis, Minn.	40	1.375	40	1.500
New Orleans, La.	40	.900	40	.950
Cincinnati, Ohio	40	1.500	40	1.575
Kansas City, Mo.	40	1.500	40	1.575
Seattle, Wash.	40	1.450	40	1.500
Indianapolis, Ind.	37½	1.467	37½	1.600
Rochester, N. Y.	40	1.500	40	1.625
Portland, Ore.	40	1.375	40	1.450
Oakland, Cal.	37½	1.350	37½	1.420
Memphis, Tenn.	....	.....	40	1.500
Providence, R. I.	40	1.525	40	1.625
San Antonio, Tex.	44	1.250	44	1.363
Omaha, Neb.	40	1.362	40	1.487
Worcester, Mass.	40	1.375	40	1.500
Oklahoma City, Okla.	40	1.350	36	1.638
Des Moines, Ia.	40	1.375	40	1.500
Albany, N. Y.	40	1.500	40	1.625
Peoria, Ill.	40	1.312	36½	1.440
Duluth, Minn.	40	1.250	40	1.350
Sacramento, Cal.	40	1.375	40	1.562
Springfield, Ill.	40	1.250	40	1.375
Topeka, Kans.	40	1.375	....	.....
Averages	39.5	1.421	39.0	1.563

PRESSMEN SCALES

CITY	DAY WORK Contract Hours Per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours Per Week	NIGHT WORK Hourly Wage Rates
New York, N. Y.	45	1.433	41	1.646
Chicago, Ill.	37½	1.233	35	1.380
Philadelphia, Pa.	37½	1.093	33¾	1.274
Detroit, Mich.	38½	1.213	36	1.292
Los Angeles, Cal.	40	1.075	34½–36	1.228
Cleveland, Ohio	40	1.125	35	1.285
St. Louis, Mo.	40	1.092	35	1.250
Baltimore, Md.	40	1.112	35	1.271
Boston, Mass.	42	1.150	36	1.341
Pittsburgh—Post Gazette	..	....	45	1.222
Pittsburgh—Press & Sunday Tel.	45	1.155	45	1.155
San Francisco, Cal.	37½	1.180	37½	1.180
Milwaukee, Wis.	37½	1.192	35	1.314
Buffalo, N. Y.	40	1.125	40	1.179
Washington, D. C.	37½	1.200	37½	1.300
Minneapolis—Star Journal	40	1.134	40	1.134
Minneapolis—Tribune	40	1.134	40	1.159
New Orleans, La.	40	.812	37½	.887
Cincinnati, Ohio	40	1.145	40	1.166
Kansas City, Mo.	40	1.025	40	1.079
Seattle, Wash.	37½	1.200	35	1.286
Indianapolis, Ind.	37½	1.150	37½	1.226
Rochester, N. Y.	40	1.141	40	1.225
Louisville, Ky.	40	1.115	40	1.182
Portland, Ore.	37½	1.140	35–35½	1.257
Houston, Tex.	40	1.062	35	1.214
Toledo, Ohio	37½	1.180	..	*
Columbus, Ohio	40	1.137	40	1.187
Denver, Colo.	40	1.017	35	1.162
St. Paul, Minn.	40	1.094	40	1.144
Atlanta, Ga.	40	1.012	37½	1.080
Dallas, Tex.	37½	1.060	37½	1.093
Birmingham, Ala.	40	1.031	35	1.178
Memphis, Tenn.	37½	1.066	37½	1.066
Providence, R. I.	40	1.327	39	1.360
San Antonio, Tex.	40	.937	40	.937
Omaha, Nebraska	40	1.110	40	1.176
Oklahoma City, Okla.	40	1.031	40	1.062
Salt Lake City, Utah	40	.937	40	1.062
Averages	39.5	1.148	38.0	1.201

*—$8.85 per shift night and day. If Times adopts 7½ hour night, 50c per shift extra.

MAILER SCALES

CITY	DAY WORK Contract Hours Per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours Per Week	NIGHT WORK Hourly Wage Rates
New York, N. Y.	48	.980	44	1.114
Chicago, Ill.*	40	.989	37½	1.122
Los Angeles, Cal.	37½	.975	37½	1.010
Cleveland, Ohio	40	1.000	35	1.142
St. Louis, Mo.	40	.997	35	1.140
Boston, Mass.	40	1.020	40	1.060
Pittsburgh, Pa.	37½	1.000	37½	1.046
San Francisco, Cal.	37½	1.023	37½	1.043
Milwaukee, Wis.	37½	1.000	37½	1.100
Minneapolis, Minn.—Star Journal	40	.937	40	1.000
Minneapolis, Minn.—Tribune	40	.937	40	.962
Cincinnati, Ohio	40	.970	40	1.010
Kansas City, Mo.	40	.950	40	.987
Seattle, Wash.	37½	1.013	35	1.086
Indianapolis, Ind.	39	1.010	39	1.085
Portland, Ore.	40	1.074	37½	1.145
Toledo, Ohio	37½	1.000	37½	1.066
Memphis, Tenn.	40	.918	37½	.980
Oklahoma City, Okla.	40	.885	40	.927
Des Moines, Ia.	40	.985	40	1.067
Salt Lake City, Utah	40	.820	40	.850
Kansas City, Kans.	40	.950	40	.987
El Paso, Tex.	40	.750	40	.825
Evansville, Ind.	40	.675	40	.715
Averages	39.6	.952	38.7	1.019

*Rates effective Jan. 3, 1939.

(*Continued on page* 122)

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Our Knowledge of Press Packing hasn't been just an idea for making money—this has been proven by the fact that the Best Printed Papers in the Country are printed on New England Newspaper Supply Co.'s products.

Over 75% of all the presses are covered with our Packing, so why shop around when you already know what our goods are doing?

You can get almost any combination you desire, such as Two Monocorks with Stipple Draw Sheets, Monocork and Rubber — either the Bismark Brown, Italian Red or the Oil-proof-face, rubber, or the Hi Speed Stipple or Plain Coated Felts together with either of the above for Underpacking.

Use Only Originals for Reliability Known—Used and Sold all over the World.

New England Newspaper Supply Co.

164 Fremont Street

Worcester, Mass.

N. Y. Office—154 Nassau St., Room 1712

Chicago Office—400 West Madison St., Room 730

Portland Oregon Office—314 Oregonian Bldg.

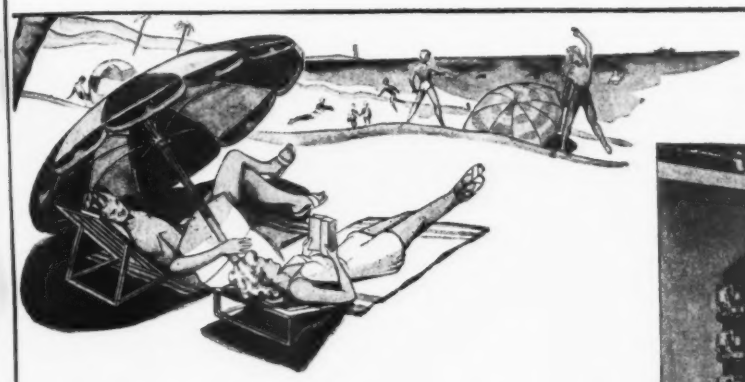
San Francisco Office—De Young Bldg.

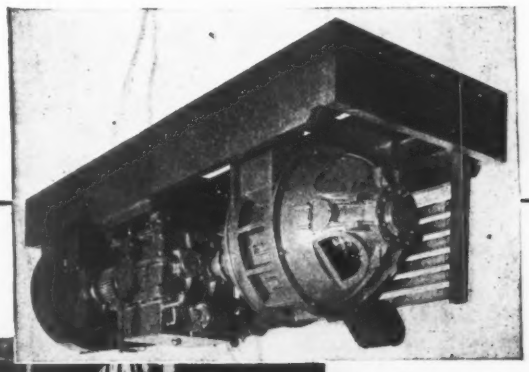
When in MIAMI

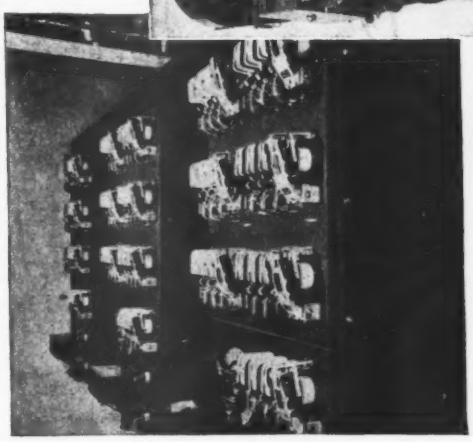
See the NEW

"Miami Daily News" Pressroom

EQUIPPED WITH THE LATEST GENERAL ELECTRIC PRESS-DRIVE AND CONTROL SYSTEM







Above—One of the main drive units. Note compactness and accessibility. Inverted mounting permits plenty of head room, saves floor space.

Left—Ventilated resistors, such as these, eliminate heavy wiring between resistors and main panel.

ASK the pressroom foreman, or the mechanical superintendent, about his G-E press drive and control. Ask about the things *you'd* like to know if the equipment were to be installed in your own pressroom, and be sure to note three features that assure excellent pressroom performance and uninterrupted availability:

1. **Master Switches**—This ingenious control assures the proper sequence of every operation, and it provides for a selection of seven different press-run combinations.

2. **Patented Time-Interval Start**—This unique system automatically assures a warning interval before the press can be started, and if *all* stations are not cleared by that time another warning interval will be interposed automatically. An invaluable safety feature.

3. **Advanced Resistor Design**—Note refinements such as (in the control room) G-E ventilated resistors that eliminate all heavy wiring between resistors and control panel.

This latest application of G-E press-drive and control is engineered to the progressive plans and layouts drawn up by the "Miami Daily News." For any pressroom drive or control—for any machine requiring electric drive—get in touch with the nearest G-E office, or write General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

011-570

Again in 1940...

24 Hoe SUPER-PRODUCTION ARCHED-TYPE Units

7 Hoe SUPER-PRODUCTION ROTOGRAVURE Units

6 Hoe SUPER-PRODUCTION Folders

20 Hoe THREE-ARM Reels

20 Hoe ELECTRIC AUTOMATIC Tensions

14 Hoe FULL-SPEED Pasters

R. HOE & CO., INC.

910 East 138th St. (at East River) New York, N. Y.

BOSTON SAN FRANCISCO CHICAGO BIRMINGHAM

the Selection is HOE

THESE prominent people, whose names are well-known symbols of success and progress in the publishing business, are taking another step forward by preparing for the anticipated increase of business during 1940. Because they are the kind of people who maintain high standards of production themselves, they demand similar quality in the machinery they purchase. That's why they have selected the finest printing press equipment that is available to publishers today.

In meeting increased production requirements, they will now have the added advantage of utilizing every modern mechanical feature of printing press development. They will be able to handle later deadlines and will enjoy the convenience of more flexible production schedules. They will experience all the benefits that result from the finest quality of printed product produced at the lowest operating costs.

Significantly, all these people are former Hoe customers. They have previously experienced the effects of the excellent standards of newspaper press engineering which are vigorously upheld at the Hoe plant. They know the benefits of the superior materials which enter into the construction of all Hoe Equipment. They have witnessed in their own pressrooms the results of Hoe's high standards of workmanship. Their decision is a hint to every publisher who is contemplating new equipment.

CLEVELAND PLAIN DEALER

12 New Hoe Super-Production Arched-Type Units

2 Hoe Super-Production Double-Former Folders

12 Hoe 3-Arm Reels with Hoe Electric Automatic Tensions and Hoe Full-Speed Pasters

BINGHAMTON PRESS

6 New Hoe Arched-Type Super-Production Units

1 Hoe Super-Production Double-Former Folder

6 Hoe 3-Arm Reels with Hoe Electric Automatic Tensions

NEO GRAVURE PRINTING CO.

7 New Hoe Super-Production Rotogravure Units

1 Hoe Super-Production Double-Former Folder

2 Hoe 3-Arm Reels with Hoe Electric Automatic Tensions and Hoe Full-Speed Pasters

SYRACUSE POST-STANDARD

6 New Hoe Super-Production Arched-Type Units

2 Hoe Super-Production Double-Former Folders

1 Hoe Color Cylinder and a New Cast-Iron Substructure

Builders OF THE ORIGINAL
ANTI-FRICTION BEARING NEWSPAPER PRESS

PAY OF MECHANICAL FORCES—Continued

(*Continued from page* 118)

STEREOTYPER SCALES

CITY	DAY WORK Contract Hours Per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours Per Week	NIGHT WORK Hourly Wage Rates
New York, N. Y.	45	1.322	37½	1.653
Chicago, Ill.	40	1.232	37½	1.362
Philadelphia, Pa.	40	1.100	40	1.150
Detroit, Mich.	40	1.275	35	1.457
Los Angeles, Cal.	45	1.075	45	1.095
Cleveland, Ohio	40	1.250	37½	1.386
St. Louis, Mo.	40	1.166	35	1.333
Boston, Mass.	40	1.288	36	1.431
Pittsburgh, Pa.	45	1.211	45	1.277
San Francisco, Cal.	45	1.168	45	1.168
Milwaukee, Wis.	37½	1.250	37½	1.333
Buffalo, N. Y.	40	1.116	40	1.178
Washington, D. C.	45	1.155	40	1.413
Minneapolis, Minn.	40	1.134	40	1.184
New Orleans, La.	37½	.866	37½	1.000
Cincinnati, Ohio	40	1.200	38	1.289
Kansas City, Mo.	40	1.108	40	1.162
Seattle, Wash.	42	1.285	42	1.357
Indianapolis, Ind.	37½	1.213	37½	1.300
Rochester, N. Y.	40	1.116	40	1.200
Louisville, Ky.	40	1.075	40	1.142
Portland, Ore.	40	1.087	37½	1.160
Houston, Tex.	40	1.125	40	1.156
Toledo, Ohio	37½	1.200	37½	1.253
Columbus, Ohio	48	1.160	48	1.201
Denver, Colo.	37½	1.123	37½	1.170
St. Paul, Minn.	40	1.108	40	1.137
Atlanta, Ga.	40	1.017	40	1.061
Dallas, Tex.	45	1.100	45	1.133
Birmingham, Ala.	40	1.062	40	1.145
Memphis, Tenn.	40	1.075	40	1.150
Providence, R. I.	40	1.350	38	1.421
San Antonio, Tex.	40	1.000	40	1.000
Omaha, Nebraska	40	1.150	40	1.216
Oklahoma City, Okla.	40	1.031	40	1.062
Richmond, Va.	40	.950	40	1.012
Salt Lake City, Utah	40	1.000	40	1.062
Averages	40.8	1.139	39.7	1.222

TYPOGRAPHICAL SCALES

CITY	DAY WORK Contract Hours Per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours Per Week	NIGHT WORK Hourly Wage Rates
New York, N. Y.	37½	1.573	37½	1.646
Chicago, Ill.	36¼	1.572	36¼	1.665
Philadelphia, Pa.	37½	1.231	37½	1.307
Detroit, Mich.	37½	1.450	37½	1.536
Los Angeles, Cal.	37½	1.257	37½	1.328
Cleveland, Ohio	37½	1.353	37½	1.431
St. Louis, Mo.	38½	1.300	37½	1.444
Baltimore, Md.	36⅔	1.262	36⅔	1.331
Boston, Mass.	37½	1.346	37½	1.386
Pittsburgh, Pa.	37½	1.355	37½	1.422
San Francisco, Cal.	37½	1.300	37½	1.367
Milwaukee, Wis.	37½	1.340	37½	1.470
Buffalo, N. Y.	37½	1.280	37½	1.341
Washington, D. C.	35	1.440	35	1.583
Minneapolis—Star Journal	40	1.336	40	1.416
Cincinnati, O.	37½	1.360	37½	1.450
Newark, N. J.	37½	1.466	37½	1.533
Kansas City, Mo.	40	1.150	40	1.225
Seattle, Wash.	35	1.286	35	1.337
Indianapolis, Ind.	37½	1.280	37½	1.336
Rochester, N. Y.	40	1.175	40	1.340
Louisville, Ky.	40	1.115	40	1.193
Portland, Ore.	37½	1.200	37½	1.298
Houston, Tex.	37½	1.260	37½	1.338
Toledo, Ohio	37½	1.307	37½	1.388
Columbus, Ohio	37½	1.333	37½	1.422
Denver, Colo.	36⅔	1.242	36⅔	1.313
St. Paul, Minn.	37½	1.220	37½	1.300
Atlanta, Ga.	40	1.150	40	1.213
Dallas, Tex.	37½	1.166	37½	*1.211
				1.283
Birmingham, Ala.	40	1.065	40	1.125
Memphis, Tenn.	37½	1.044	37½	1.114
Providence, R. I.	40	1.300	40	1.400
San Antonio, Tex.	48	1.120	48	1.188
Omaha, Nebraska	40	1.150	40	1.218
Oklahoma City, Okla.	40	1.062	40	1.125
Richmond, Va.	40	1.075	40	1.137
Salt Lake City, Utah	37½	1.180	37½	1.298
Averages	38.2	1.266	38.2	1.340

*—Larger night scale is for shifts ending after midnight.

for Speed with Certainty—

MORLEY MATS

- No breaking down of type or cuts
- Deep, clean impressions
- Minimum moulding pressure
- Prolong life of moulding blankets
- Quick scorching
- Easy release without use of powder

SEND FOR OUR SAMPLES, FREE UPON REQUEST, AND LEARN WHY IT WILL PAY YOU TO STANDARDIZE ON MORLEY MATS.

MORLEY BUTTON MANUFACTURING COMPANY

PORTSMOUTH, NEW HAMPSHIRE

NEW YORK OFFICE: 46 EAST 11th STREET

NEWSPAPER LINAGE, 23 CHIEF CITIES, 1931-1939

Newspapers in 23 large cities of the United States during 1939 printed 842,589,826 agate lines of advertising, a gain of 1.4 per cent over the volume in the same cities during 1938. This table, a continuous record on these cities since 1914, includes advertising published in the following newspapers during 1938.

Atlanta Constitution, Atlanta Journal, Baltimore American, Baltimore News-Post, Baltimore Sun, Baltimore Evening Sun, Birmingham Age-Herald, Birmingham News, Birmingham Post, Boston American, Boston Globe, Boston Herald-Traveler, Boston Post, Boston Transcript, Boston Record, Boston Sunday Advertiser, Buffalo Courier-Express, Buffalo News, Buffalo Times, Chicago Herald-American, Chicago Daily News, Chicago Illustrated Times, Chicago Tribune, Cincinnati Enquirer, Cincinnati Post, Cincinnati Times-Star, Cleveland News, Cleveland Plain Dealer, Cleveland Press, Detroit Free Press, Detroit News, Detroit Times, Houston Chronicle, Houston Post, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times, Kansas City Journal, Kansas City Star & Times, Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles Evening News, Los Angeles Illustrated News, Los Angeles Times, Milwaukee Journal, Milwaukee Leader, Milwaukee Sentinel, Minneapolis Tribune, Minneapolis Times-Tribune, Minneapolis Star-Journal, New Orleans Item-Tribune, New Orleans States, New Orleans Times-Picayune, New York Journal-American, New York Mirror, New York News, New York Post, New York Sun, New York World-Telegram, New York Times, New York Herald Tribune, New York Bronx Home News, Brooklyn Eagle, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Evening Ledger, Philadelphia News, Philadelphia Record, Portland Oregon Journal, Portland Oregonian, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star-Times, St. Paul Dispatch, St. Paul Pioneer Press, San Francisco Examiner, San Francisco Chronicle, San Francisco Daily News, San Francisco Call-Bulletin, Washington Post, Washington Star, Washington News, and Washington Times-Herald.

1939

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,906,684	1,947,060	2,484,324	2,385,026	2,493,076	2,148,029	1,997,714	2,290,026	2,512,049	2,805,514	2,773,215	2,969,313	28,712,030
Baltimore	2,486,439	2,546,311	3,509,806	3,319,614	3,429,800	3,324,025	2,508,844	2,625,747	3,211,310	3,879,694	2,634,756	3,667,068	38,143,414
Birmingham	1,317,074	1,429,804	1,898,168	1,733 662	1,733,317	1,723,869	1,474,961	1,554,775	1,773,007	1,993,778	1,939,192	2,000,192	20,572,342
Boston	3,244,013	2,880,829	3,614,488	3,979,855	2,928,255	3,633,982	2,648,881	2,853,838	3,786,766	4,573,584	4,339,344	4,255,743	43,739,578
Buffalo	1,726,815	1,789,083	2,515,253	2,510,623	2,621,015	2,372,820	1,701,728	1,676,723	2,107,639	2,423,043	2,276,324	2,289,492	26,010,558
Chicago	3,523,250	3,579,061	4,984,585	5,045,278	4,699,373	4,526,320	3,233,847	3,550,301	4,210,929	4,736,576	4,639,614	4,478,972	51,208,106
Cincinnati	1,896,129	1,852,416	2,625,746	2,445,297	2,527,591	2,239,585	1,777,798	1,921,785	2,194,640	2,624,061	2,670,974	2,726,441	27,502,463
Cleveland	2,147,096	2,176,611	2,740,585	2,623,488	2,912,463	2,729,606	2,161,036	2,263,646	2,509,108	3,090,712	2,939,687	3,090,662	31,384,705
Detroit	2,721,227	2,708,656	3,418,802	3,633,364	3,567,699	3,316,148	2,574,101	2,732,446	3,253,937	4,036,671	3,737,101	3,831,991	39,532,143
Houston	1,996,550	1,982,906	2,501,918	2,642,060	2,523,825	2,423,444	2,048,792	2,173,436	2,607,943	2,737,771	2,733,377	3,206,949	29,578,971
Indianapolis	1,954,267	1,937,740	2,606,777	2,543,744	2,675,243	2,536,467	2,038,476	2,147,456	2,544,904	2,897,024	2,750,586	3,170,431	29,813,115
Kansas City	1,950,804	1,853,546	2,318,118	2,397,945	2,308,388	2,143,947	1,803,080	1,963,414	2,232,881	2,581,106	2,401 278	2,611,717	26,566,224
Los Angeles	3,679,938	3,562,846	4,311,040	4,189,655	4,252,865	4,067,229	3,419,626	3,679,333	3,657,819	4,556,286	4,264,427	4,277,209	47,918,273
Milwaukee	2,015,320	1,919,366	2,540,477	2,497,914	2,427,433	2,239,264	1,676,754	1,829,211	2,277,358	2,629,840	2,537,457	2 665,338	27,255,732
Minneapolis	1,893,041	1,607,874	2,346,581	2,365,789	2,438,806	2,163,151	1,763,695	1,884,225	2,122,547	2,276,868	1,971,719	2,042,876	24,877,172
New Orleans	2,423,908	2,451,496	2,919,614	2,846,434	2,911,541	2,692,066	2,574,729	2,598,496	2,743,451	3,299,855	3,020,011	3,525,851	34,007,452
New York	7,924,633	7,472,598	9,706,802	9,935,616	9,474,147	9,239,879	6,602,608	6,950,593	9,023,170	10,813,008	9,980,331	9,983,575	107,106,960
Philadelphia	3,586,166	3,388,693	4,310,885	4,247,929	4,347,745	3,948,870	3,071,200	3,255,254	4,173,651	5,027,697	4,691,781	4,736,144	48,785,915
Portland, Ore.	1,688,339	1,726,561	2,075,272	2,231,559	2,171,404	2,015,733	1,811,860	1,913,540	1,915,203	2,121,607	1,888,410	1,916,207	23,475,695
St. Louis	2,078,290	2,234,579	2,843,261	2,784,850	2,760,463	2,586,655	2,059,576	2,108,097	2,555,523	3,033,589	2,810,026	2,726,135	30,581,044
St. Paul	1,322,294	1,102,358	1,662,166	1,746,925	1,694,980	1,604,478	1,240,139	1,435,523	1,794,496	1,860,909	1,731,113	1,688,653	18,884,034
San Francisco	2,595,304	2,815,736	3,070,761	3,045,936	3,189,723	2,899,945	2,449,394	2,709,976	2,859,917	3,304,876	3,108,443	2,900,703	34,095,714
Washington	4,083,129	3,637,131	4,599,607	4,613,164	4,794,953	4,648,318	3,682,995	3,685,669	4,549,199	5,407,036	3,034,737	5,247,248	51,983,186
Monthly totals	60,160,710	58,603,261	75,605,036	75,765,727	75,884,110	71,223,830	56,321,834	59,813,510	70,617,347	82,711,105	75,873,903	80,009,453	842,589,826

1938

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,799,111	1,839,905	2,136,828	2,056,940	2,358,586	1,597,837	1,713,066	2,109,030	2,381,090	2,469,783	2,573,096	2,925,173	26,320,445
Baltimore	2,627,371	2,600,266	3,390,759	3,432,966	3,325,340	3,050,937	2,370,998	2,394,130	3,236,571	3,708,915	3,393,088	3,532,154	37,062,475
Birmingham	1,350,696	1,431,064	1,739,715	1,834,543	1,634,580	1,485,967	1,312,970	1,412,502	1,697,153	1,647,007	1,777,543	1,878,133	19,201,873
Boston	3,228,571	2,816,268	3,373,941	3,789,340	3,936,815	3,373,411	2,569,060	2,745,539	3,784,211	4,308,417	4,226,715	4,273,407	42,425,695
Buffalo	2,026,030	2,000,507	2,450,633	2,586,986	2,533,233	2,193,460	1,630,884	1,754,627	2,387,120	2,711,908	2,477,996	2,649,128	27,402,512
Chicago	3,958,437	4,178,716	5,274,546	5,578,341	5,149,044	4,642,548	3,433,463	3,529,466	4,341,424	4,705,248	4,790,760	4,683,620	54,265,613
Cincinnati	1,957,933	1,851,399	2,363,415	2,416,185	2,380,006	2,038,363	1,689,891	1,674,240	2,247,884	2,468,107	2,590,909	2,713,332	26,391,664
Cleveland	2,471,290	2,278,575	2,692,273	2,612,776	2,682,041	2,361,781	1,902,642	1,987,868	2,452,211	2,847,399	2,687,911	2,900,683	29,877,450
Detroit	2,801,840	2,582,547	3,132,242	3,211,272	3,164,600	2,726,580	2,231,128	2,276,129	3,046,797	3,512,841	3,582,308	3,538,727	35,807,011
Houston	1,884,170	2,081,167	2,251,050	2,431,677	2,383,305	2,158,727	2,051,163	1,975,010	2,411,818	2,366,104	2,447,639	2,795,665	27,237,495
Indianapolis	2,028,350	1,919,756	2,417,292	2,406,597	2,387,541	2,116,286	1,846,828	1,834,842	2,403,748	2,540,041	2,589,649	2,866,843	27,357,773
Kansas City	1,910,044	1,887,093	2,237,243	2,335,208	2,311,295	2,056,216	1,869,366	1,814,502	2,188,417	2,366,229	2,312,983	2,373,307	25,661,903
Los Angeles	3,611,298	3,423,193	3,992,458	3,941,919	4,004,890	3,717,585	3,515,907	3,600,162	3,950,662	4,210,674	4,367,780	4,217,046	46,553,374
Milwaukee	2,132,812	2,066,856	2,650,320	2,529,251	2,555,656	2,313,781	1,864,664	1,868,088	2,647,226	2,655,542	2,664,228	2,838,855	28,787,279
Minneapolis	1,916,526	1,647,754	2,281,544	2,322,444	2,335,341	2,084,372	1,634,287	1,850,611	2,223,449	2,365,572	2,344,589	2,162,852	25 169,341
New Orleans	2,460,717	2,321,175	2,919,406	2,709,481	2,830,725	2,522,080	2,336,208	2,568,098	2,912,693	3,178,510	3,020,308	3,426,438	33,205,839
New York	8,603,158	7,955,659	9,531,956	9,522,326	9,679,673	8,974,116	6,719,026	6,830,292	9,595,946	11,155,920	10,442,708	10,135,919	109,146,697
Philadelphia	3,747,718	3,632,333	4,228,726	4,019,035	4,098,828	3,896,639	2,989,816	2,964,348	4,139,574	4,837,037	4,593,666	4,356 667	47,504,385
Portland, Ore.	1,412,028	1,568,358	1,920,978	1,993,782	1,929,982	1,882,655	1,628,298	1,747,212	1,958,564	2,065,243	1,994,012	1,936,211	22,037,323
St. Louis	2,147,878	2,291,931	2,790,988	2,708,447	2,636,125	2,445,622	1,922,672	1,908,642	2,554,550	2,782,372	2,855,009	2,652,414	29,696,650
St. Paul	1,470,927	1,343,163	2,039,921	1,999,666	1,615,069	1,376,107	1,044,443	1,270,820	1,652,915	1,604,406	1,674,963	1,633,389	18,725,789
San Francisco	2,601,042	2,508,161	2,907,117	2,915,974	3,149,072	2,913,868	2,484,635	2,778,522	2,384,451	2,860,270	3,276,219	3,041,266	33,820,597
Washington	4,093,123	3,996,266	4,817,855	4,783,129	4,987,900	4,851,613	3,825,477	3,813,289	5,026,322	5,621,790	5,477,223	5,809,899	57,103,886
Monthly totals	62,241,070	60,222,112	73,541,206	74,138,285	74,138,285	67,140,551	54,327,233	56,707,969	71,624,796	78,989,335	78,161,280	79,341,128	830,504,412

1937

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1, 09,166	2,1 8,541	2,432,621	2,465,362	2,553,621	2,210,538	1,856,511	2,206,558	2,378,556	2,687,459	2 356,545	2,624,416	27,790,194
Baltimore	2,849,061	2,867,322	3,666,055	3,807,296	3,811,722	3,715,757	2,793,719	2,844,139	3,493,882	4,107,401	3,664,231	3,620,436	41,250,021
Birmingham	1,387,217	1,553,710	1,835,888	1,904,210	2,046,063	1,826,771	1,593,375	1,635,997	1,790,953	2,087,651	1,754,851	1,909,042	21,325,728
Boston	3,568,285	3,408,160	4,159,895	4,384,436	4,600,987	4,045,424	2,932,368	3,291,538	4,099,341	4,964,000	4,055,186	4,125,542	47,635,162
Buffalo	2,075,725	2,246,654	2,819,010	3,059,118	3,017,544	2,838,067	2,142,000	2,330,673	2,796,621	3,425,305	2,855,039	2,915,138	32,520,892
Chicago	4,409,245	4,709,403	5,907,203	6,232,420	5,956,392	5,627,473	4,085,873	4,405,734	5,167,933	5,978,948	5,150,145	4,874,011	62,504,780
Cincinnati	1,830,672	2,232,709	2,822,043	2,901,779	2,923,201	2,575,254	2,124,715	2,132,516	2,567,327	3,002,116	2,643,012	2,715,436	30,470,780
Cleveland	2,552,307	2,615,860	3,179,930	3,476,453	3,373,591	3,193,763	2,621,366	2,724,758	3,054,035	3,553,087	3,189,733	3,087,088	36,610,971
Detroit	3,349,860	3,436,979	3,957,342	4,414,590	4,479,647	3,921,812	2,985,128	3,352,589	3,741,401	4,303,714	3,941,598	3,777,215	45,661,875
Houston	1,924,812	1,991,097	2,380,000	2,494,490	2,532,166	2,278,744	2,047,671	2,031,156	2,395,312	2,636,031	2,440,721	2,615,952	27,768,152
Indianapolis	2,269,944	2,302,842	2,767,970	2,965,626	3,044,331	2,691,720	2,285,313	2,275,865	2,699,740	3,077,867	2,773,444	2,923,585	32,078,247
Kansas City	1,969,717	2,015,718	2,530,021	2,621,574	2,660,384	2,345,072	1,960,715	2,022,858	2,378,005	2,757,069	2,387,863	2,461,430	28,110,426
Los Angeles	2,999,004	3,890,942	4,860,359	4,797,702	4,735,520	4,429,397	3,910,394	4,069,719	4,411,523	4,791,063	4,557,623	4,139,284	51,591,530
Milwaukee	2,350,861	2,434,766	3,218,832	3,143,806	3,179,065	2,789,532	2,325,468	2,280,203	2,881,182	3,554,675	3,163,988	3,388,689	34,711,067
Minneapolis	2,095,164	1,989,689	2,440,607	2,593,646	2,585,516	2,327,144	1,766,783	2,017,495	2,368,017	2,626,969	2,194,052	2,263,877	27,268,959
New Orleans	3,027,518	2,611,440	2,984,643	3,102,001	3,095,967	3,154,842	2,560,038	2,824,284	2,919,762	3,342,779	3,195,324	3,462,649	36,281,247
New York	9,747,631	9,480,133	11,746,157	12,092,904	12,089,245	11,270,197	7,797,012	8,624,731	10,939,635	12,658,008	10,821,203	10,653,282	127,920,138
Philadelphia	4,238,251	4,274,205	5,005,126	5,096,323	5,012,387	5,012,206	3,635,195	3,574,154	4,661,732	5,481,565	5,014,711	4,654,596	55,660,451
Portland, Ore.	1,696,396	1,686,772	2,055,765	2,284,340	2,159,261	2,126,721	1,851,850	2,105,441	2,120,634	2,282,114	2,024,103	1,960,884	24,354,286
St. Louis	2,418,257	2,553,202	3,080,451	3,213,480	3,164,250	3,021,654	2,298,638	2,282,072	2,925,154	3,333,827	3,006,443	2,679,584	33,977,012
St. Paul	1,542,584	1,636,169	2,064,177	2,149,550	1,987,125	1,859,283	1,399,803	1,611,898	1,950,732	2,101,592	1,892,780	1,953,098	22,148,791
San Francisco	2,714,109	2,900,862	3,622,550	3,550,087	3,740,642	3,213,857	2,698,438	3,102,887	3,121,633	3,559,133	3,457,530	3,160,349	38,842,077
Washington	4,458,300	4,420,085	5,425,633	5,676,132	5,861,720	5,508,391	4,255,071	4,439,196	5,353,502	6,275,501	4,565,190	5,878,104	63,116,825
Monthly totals	67,284,386	69,367,260	84,962,278	88,427,323	88,610,347	81,983,619	63,927,444	68,286,461	80,206,612	92,586,874	82,105,320	81,851,687	949,599,611

1936

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,778,181	1,825,379	2,429,729	2,369,369	2,424,541	3,136,610	1,799,632	2,185,180	2,260,353	2,579,063	2,655,813	2,650,195	27,093,043
Baltimore	2,677,648	2,535,743	3,414,253	3,505,732	3,684,690	3,476,683	2,762,288	2,799,147	3,391,536	4,269,852	4,101,231	3,895,336	40,514,139
Birmingham	1,241,275	1,229,298	1,696,550	1,693,888	1,769,336	1,613,985	1,391,451	1,447,723	1,562,253	1,873,499	1,760,037	1,836,176	19,115,465
Boston	3,490,345	3,080,893	3,910,181	4,282,341	4,549,095	3,952,623	3,067,730	3,346,254	4,321,564	5,084,872	4,755,549	4,474,803	48,316,250
Buffalo	1,920,409	1,923,275	2,410,309	2,822,454	2,876,964	2,670,776	2,031,164	2,095,692	2,685,712	3,317,348	3,046,928	3,117,230	30,918,261
Chicago	3,945,968	3,889,576	5,194,715	5,508,498	5,520,851	5,100,605	3,988,064	4,200,345	4,928,626	6,037,775	5,881,940	5,278,583	59,475,546
Cincinnati	2,049,891	1,978,768	2,667,900	2,708,839	2,808,286	2,452,642	2,011,440	1,988,809	2,396,980	2,850,299	2,879,998	2,868,483	29,662,335
Cleveland	2,389,870	2,213,489	2,839,208	2,983,167	3,257,057	2,981,529	2,470,848	2,465,020	2,777,148	3,461,247	3,368,442	3,231,964	34,438,989
Detroit	3,073,547	2,921,581	3,936,557	4,140,971	4,125,367	3,713,320	2,903,752	3,072,620	3,747,343	4,465,845	4,506,385	4,361,909	44,969,197
Houston	1,741,560	1,676,232	2,094,184	2,170,755	2,328,847	2,140,242	1,929,899	1,974,212	2,167,428	2,444,129	2,548,772	2,613,915	25,830,175
Indianapolis	2,043,709	1,914,708	2,563,994	2,735,283	2,782,466	2,545,511	2,223,871	2,134,673	2,678,701	3,063,028	2,885,950	3,193,442	30,765,336
Kansas City	1,923,163	1,884,440	2,413,064	2,420,511	2,470,531	2,224,709	1,904,599	1,935,496	2,256,236	2,698,233	2,617,177	2,615,279	27,363,438
Los Angeles	3,610,252	3,539,052	4,356,191	4,272,180	4,449,894	4,217,938	3,829,792	3,921,162	4,345,718	4,741,542	4,667,924	4,296,724	50,248,369
Milwaukee	1 983,168	1,992,953	2,797,445	2,829,932	3,062,790	2,734,117	2,328,327	2,262,080	2,764,131	3,418,874	3,286,811	3,288,492	32,649,420
Minneapolis	2,058,502	1,742,415	2,380,862	2,534,877	2,570,817	2,318,409	1,803,269	2,036,111	2,302,579	2,770,357	2,605,981	2,625,196	27,749,374
New Orleans	2,674,482	2,657,929	2,983,819	2,867,948	3,052,033	2,832,764	2,568,878	2,857,857	2,976,788	3,383,353	3,430,777	3,597,910	35,884,538
New York	9,444,788	8,625,366	11,275,673	11,368,419	11,631,498	10,843,681	7,705,371	8,209,072	11,250,019	12,863,812	12,942,868	11,958,520	128,119,087
Philadelphia	3,929,894	3,760,23[illegible]	4,954,919	4,728,843	4,931,717	4,870,70[illegible]	3,649,763	3,524,736	4,822,206	5,841,514	5,439,861	5,172,938	55,627,325
Portland, Ore.	1,615,591	1,502,308	2,032,79[illegible]	2,024,761	2,070,859	1,900,493	1,792,681	1,894,204	2,058,752	2,336,317	2,251,974	2,061,084	23,541,814
St. Louis	2,171,497	2,168,996	3,032,799	2,991,161	3,103,86[illegible]	2,823,593	2,209,126	2,194,238	2,804,338	3,284,946	3,320,312	3,007,619	33,112,488
St. Paul	1,638,994	1,520,317	2,125,04[illegible]	2,234,209	2,082,148	1,889,759	1,480,938	1,659,715	2,078,858	2,283,418	2,100,944	2,123,712	23,218,059
San Francisco	2,656,374	2,659,380	3,245,986	3,377,915	3,486,916	3,188,925	2,831,326	,985,174	3,105,993	3,561,544	3,641,769	3,147,657	37,888,959
Washington	4,118,683	3,986,320	5,243,283	5,381,438	5,818,066	5,339,661	4,312,526	4,371,363	5,251,671	6,212,373	6,241,337	6,240,335	62,517,056
Monthly totals	64,177,794	61,228,650	79,999,458	81,953,491	84,858,532	77,969,277	62,996,735	65,560,882	78,935,233	92,743,240	90,938,780	87,657,496	929,019,568

1935

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,613,176	1,719,850	2,231,485	2,172,450	2,233,509	1,900,71[illegible]	1,698,689	1,975,187	2,151,019	2,224,775	2,400,086	2,417,174	24,738,117
Baltimore	2,514,950	2,544,684	3,290,287	3,333,711	3,409,310	3,173,691	2,433,034	2,515,051	3,026,899	3,654,749	3,583,608	3,617,291	37,097,265
Birmingham	1,035,673	1,158,081	1,532,593	1,449,832	1,577,748	1,386,963	1,178,928	1,256,048	1,418,866	1,498,101	1,630,146	1,562,554	16,685,533
Boston	4,495,425	3,721,410	4,763,181	5,092,351	5,293,558	4,399,255	3,531,163	3,793,394	4,798,881	5,800,588	4,331,894	4,256,700	54,277,800
Buffalo	1,775,257	1,834,274	2,386,021	2,704,088	2,700,213	2,308,978	1,802,741	1,869,617	2,271,799	2,834,657	2,686,162	2,577,935	27,751,742
Chicago	4,046,782	3,671,533	4,897,606	5,092,172	5,067,153	4,481,613	3,484,789	3,553,536	4,395,945	4,983,360	5,113,528	4,819,203	53,607,220
Cincinnati	2,002,561	1,869,528	2,550,098	2,453,783	2,603,739	2,204,184	1,850,526	1,890,896	2,175,997	2,569,485	2,689,202	2,714,604	27,574,603
Cleveland	2,278,514	2,008,827	2,596,312	2,864,822	2,821,743	2,502,619	2,104,593	2,215,034	2,489,915	2,880,565	2,843,112	2,959,907	30,565,963
Detroit	2,670,524	2,736,239	3,634,347	3,708,267	3,703,920	3,159,372	2,467,753	2,532,197	3,258,014	3,606,040	3,776,785	3,825,671	39,079,129
Houston	1,615,572	1,673,719	2,014,515	2,075,593	2,066,975	1,745,563	1,576,071	1,621,438	1,961,589	2,079,928	2,167,634	2,245,869	22,744,466
Indianapolis	1,879,153	1,793,689	2,483,693	2,486,212	2,553,468	2,168,832	1,925,584	1,885,958	2,225,783	2,493,410	2,499,657	2,815,715	27,211,154
Kansas City	1,959,836	1,976,265	2,424,091	2,443,996	2,438,656	2,218,649	1,902,905	1,953,160	2,123,808	2,440,771	2,410,476	2,531,338	26,823,951
Los Angeles	3,251,716	3,104,425	3,716,680	3,577,424	3,635,197	3,337,937	3,203,049	3,299,499	3,546,429	3,9[illegible]1,528	3,935,018	3,883,487	42,442,389
Milwaukee	1,876,112	1,808,722	2,365,544	2,597,349	2,643,292	2,401,299	1,883,535	1,970,544	2,275,591	2,687,864	2,761,759	2,855,085	28,126,696
Minneapolis	1,773,334	1,665,601	2,136,819	2,296,786	2,333,680	2,001,545	1,685,052	1,784,511	2,177,423	2,377,713	2,334,162	2,410,829	24,977,455
New Orleans	2,236,445	2,318,502	2,771,605	2,725,484	2,918,303	2,695,389	2,306,665	2,583,118	2,703,838	3,000,984	3,180,147	3,312,327	32,762,807
New York	9,324,865	8,596,900	10,960,773	11,198,608	13,083,860	10,170,589	7,300,037	7,837,821	10,646,875	12,162,355	11,578,147	11,719,747	124,580,577
Philadelphia	3,974,074	3,518,396	4,581,649	4,[illegible]58,536	4,787,260	4,297,520	3,357,796	3,284,740	4,420,225	5,238,801	5,075,432	4,763,549	52,057,978
Portland, Ore	1,432,886	1,367,469	1,709,546	1,751,131	1,890,211	1,599,769	1,494,952	1,501,871	1,602,587	1,811,262	1,867,167	1,796,414	19,825,265
St. Louis	2,130,395	2,187,831	2,993,558	2,764,707	2,859,621	2,469,020	2,020,490	1,977,591	2,472,697	2,777,512	2,934,552	2,685,816	30,273,840
St. Paul	1,530,620	1,465,875	1,974,913	1,949,256	2,007,079	1,685,018	1,487,677	1,556,423	1,851,701	2,093,821	2,138,304	2,196,441	21,937,128
San Francisco	2,600,689	2,457,230	2,999,846	3,05[illegible],484	3,174,426	2,918,384	2,489,088	2,564,493	2,763,360	3,094,355	3,274,464	2,907,582	34,299,401
Washington	3,670,788	3,602,903	4,635,399	4,767,484	5,153,317	4,763,204	3,897,712	3,972,297	4,823,016	5,491,362	5,498,207	5,768,849	56,044,538
Monthly totals	61,689,347	58,701,953	75,650,561	77,319,576	80,966,238	69,990,110	57,082,829	59,394,424	71,582,257	81,753,986	80,709,649	80,644,087	855,485,017

1934

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,478,488	1,631,338	2,082,376	2,069,009	2,097,001	1,867,964	1,653,323	1,794,776	1,988,399	2,056,016	2,025,280	2,021,554	22,766,224
Baltimore	2,576,582	1,452,602	3,234,697	3,199,703	3,428,817	3,269,531	2,55[illegible],220	2,666,697	2,980,451	3,414,283	3,279,513	3,353,311	35,396,407
Birmingham	1,044,250	1,030,457	1,454,233	1,409,017	1,389,589	1,362,984	1,126,843	1,170,824	1,226,579	1,443,874	1,286,020	1,235,238	15,179,908
Boston	4,238,254	3,688,983	4,792,050	5,004,756	5,215,357	4,656,243	3,574,421	4,013,772	4,706,593	5,418,214	5,006,114	4,964,712	55,279,469
Buffalo	1,594,400	1,601,447	2,301,583	2,466,596	2,548,155	2,321,190	1,695,575	1,902,868	2,115,249	2,556,340	2,129,308	2,281,913	25,514,624
Chicago	3,824,443	3,618,687	4,647,182	4,944,042	4,951,721	4,503,847	3,654,177	4,012,504	4,325,920	4,817,353	4,690,664	4,532,954	52,523,794
Cincinnati	1,893,542	1,691,620	2,207,586	2,352,366	2,530,983	2,269,350	1,801,856	1,869,426	2,135,691	2,385,296	2,395,542	2,368,615	25,901,873
Cleveland	2,094,800	1,848,806	2,560,799	2,730,530	2,734,522	2,547,938	2,042,516	2,077,116	2,302,794	2,751,133	2,783,900	2,752,781	29,227,644
Detroit	2,465,841	2,449,018	3,274,096	3,539,467	3,534,213	3,105,020	2,388,132	2,441,903	3,016,563	3,127,384	3,183,240	3,352,541	35,877,418
Houston	1,502,401	1,380,154	1,873,217	1,994,963	1,986,257	1,773,931	1,593,222	1,502,637	1,683,441	1,746,921	1,848,216	1,964,511	20,849,871
Indianapolis	1,818,957	1,735,081	2,344,836	2,291,370	2,570,780	2,268,420	1,712,207	1,857,568	2,140,435	2,360,102	2,455,592	2,516,424	26,071,772
Kansas City	1,832,425	1,906,583	2,387,759	2,394,699	2,500,793	2,247,070	1,873,072	1,930,801	2,120,846	2,326,661	2,309,435	2,427,295	26,257,439
Los Angeles	2,911,645	2,945,497	3,419,105	3,385,722	3,456,365	3,169,515	3,053,477	3,119,267	3,328,921	3,510,136	3,387,151	3,287,176	38,953,977
Milwaukee	1,856,449	1,867,462	2,251,946	2,330,291	2,599,888	2,431,782	1,884,060	1,935,026	2,375,645	2,735,270	2,549,809	2,419,227	27,236,855
Minneapolis	1,706,848	1,475,880	2,050,752	2,329,447	2,272,092	2,090,781	1,482,098	1,575,592	2,117,603	2,1[illegible]1,529	2,072,539	2,100,641	23,425,802
New Orleans	2,261,685	2,174,572	2,601,470	2,612,119	2,617,310	2,438,576	2,222,655	2,344,045	2,537,426	2,711,432	2,948,687	2,862,847	30,332,824
New York	8,969,120	8,150,653	10,624,468	10,944,105	11,016,481	10,140,742	6,330,045	8,013,002	10,656,836	12,247,152	11,516,043	11,337,418	119,946,065
Philadelphia	1,575,029	3,884,298	5,017,384	4,741,484	4,978,997	4,721,185	3,570,302	3,552,483	4,520,720	5,470,214	4,958,737	4,659,352	51,650,185
Portland, Ore	1,285,207	1,236,652	1,514,424	1,645,617	1,709,347	1,504,825	1,219,761	1,345,884	1,578,427	1,771,876	1,435,293	1,543,943	17,791,256
St. Louis	2,075,873	2,163,457	2,686,714	2,944,558	2,802,105	2,617,990	1,977,263	2,088,810	2,514,907	2,660,828	2,734,573	2,581,263	29,848,341
St. Paul	1,449,890	1,426,505	1,760,422	1,989,097	1,869,060	1,635,537	1,289,424	1,413,127	1,652,438	1,929,805	1,980,054	1,794,157	19,999,516
San Francisco	2,516,656	2,382,930	2,898,396	2,272,688	3,020,767	2,761,794	2,078,441	2,527,579	2,650,951	3,131,985	2,977,985	2,717,712	31,937,734
Washington	3,153,969	2,988,472	3,918,571	4,222,731	4,539,859	4,293,807	3,483,762	3,560,079	4,079,835	4,658,049	4,746,969	4,928,806	48,574,909
Monthly totals	56,126,754	54,731,154	71,904,066	73,814,386	76,350,459	70,000,022	54,256,852	58,705,786	68,756,670	77,382,153	74,511,214	74,004,391	810,543,907

1933

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,277,154	1,424,244	1,458,258	1,687,451	1,706,544	1,666,399	1,478,570	1,757,341	1,880,852	2,000,358	1,904,144	1,922,758	20,164,073
Baltimore	2,388,372	2,265,393	2,448,792	2,908,442	3,005,165	3,045,672	2,380,252	2,567,015	2,838,416	3,481,869	3,251,604	3,167,126	33,748,118
Birmingham	894,868	882,859	977,610	995,685	1,079,184	1,097,699	961,157	1,048,607	1,217,053	1,338,499	1,265,732	1,234,752	12,993,705
Boston	3,928,509	2,213,257	3,417,381	4,259,740	4,528,617	4,346,260	3,350,398	3,860,020	4,658,091	5,334,913	4,960,210	4,678,021	50,535,417
Buffalo	1,550,449	1,446,470	1,518,966	1,946,176	2,068,347	1,984,358	1,474,907	1,683,985	1,899,945	2,215,061	2,099,879	1,943,103	21,831,646
Chicago	3,438,610	3,155,147	3,429,811	4,460,276	4,326,745	4,266,144	3,453,301	3,857,623	4,456,588	5,664,632	4,281,704	4,216,428	49,007,009
Cincinnati	1,868,606	1,677,670	1,635,364	2,085,955	2,323,384	2,159,223	1,776,799	1,862,410	1,990,277	2,496,462	2,272,202	2,188,906	24,337,258
Cleveland	1,848,634	1,652,888	1,508,860	2,054,493	2,214,304	2,179,416	1,960,924	1,980,513	2,181,758	2,502,338	2,455,881	2,366,591	24,906,600
Detroit	2,228,854	1,743,897	1,740,919	2,386,327	2,737,051	2,695,462	1,987,766	2,312,171	2,734,086	2,968,541	2,864,554	2,994,240	29,393,868
Houston	1,500,571	1,232,688	1,467,961	1,692,428	1,645,894	1,589,139	1,346,011	1,395,289	1,688,763	1,721,672	1,752,848	1,816,078	18,849,342
Indianapolis	1,604,926	1,607,746	1,608,172	2,037,215	2,075,723	2,028,730	1,758,193	1,823,453	2,081,869	2,230,404	2,245,328	2,307,122	23,408,881
Kansas City	1,786,438	1,792,683	1,820,892	2,195,736	2,005,628	1,999,458	1,797,014	1,960,948	2,044,345	2,430,821	2,369,701	2,182,642	24,386,306
Los Angeles	2,951,631	2,690,151	2,556,533	2,997,407	3,088,543	3,088,946	2,948,976	3,125,243	3,045,568	3,362,436	3,255,389	2,926,899	36,037,722
Milwaukee	1,564,293	1,512,100	1,725,038	2,307,512	2,220,254	2,101,457	1,739,499	1,970,483	2,373,112	2,641,960	2,515,935	2,296,463	24,968,106
Minneapolis	1,698,094	1,407,136	1,694,515	2,053,747	2,078,439	1,874,525	1,472,462	1,768,345	2,029,566	2,088,574	2,000,355	1,907,411	22,073,169
New Orleans	2,193,237	1,980,254	1,896,874	2,396,458	2,442,919	2,484,859	2,231,397	2,386,043	2,580,362	2,869,612	2,630,457	2,463,476	28,549,949
New York	9,782,204	8,958,308	9,575,007	10,996,357	11,412,436	11,617,073	8,445,939	8,779,381	11,855,870	13,688,316	12,475,850	10,466,658	128,053,399
Philadelphia	4,264,624	3,708,602	4,057,673	4,574,236	4,706,453	4,816,764	3,662,348	3,764,567	4,614,580	5,804,600	5,468,352	4,924,460	54,367,259
Portland, Ore	1,253,090	1,192,810	1,208,214	1,442,054	1,371,931	1,374,122	1,340,131	1,391,135	1,422,510	1,674,823	1,555,983	1,495,119	16,723,922
St. Louis	2,051,915	2,044,467	2,099,167	2,584,623	2,414,241	2,318,139	1,893,186	2,239,795	2,436,164	2,667,702	2,611,557	2,377,520	27,738,476
St. Paul	1,411,830	1,303,877	1,664,740	1,791,130	1,788,655	1,531,185	1,296,896	1,571,009	1,781,016	1,794,934	1,753,187	1,733,181	19,421,640
San Francisco	2,296,356	2,085,309	2,112,557	2,569,365	2,698,619	2,594,535	2,404,486	2,573,519	2,595,110	3,077,961	2,802,587	2,546,187	30,356,591
Washington	2,977,331	2,803,569	3,147,843	3,460,422	3,659,978	3,843,501	3,104,967	3,297,503	3,715,955	4,120,301	3,959,493	4,091,311	42,182,174
Monthly totals	56,760,596	51,783,525	54,765,147	65,883,235	67,599,054	66,703,066	54,265,579	58,976,398	68,121,857	78,176,789	72,752,932	68,246,452	764,034,630

1932

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,783,535	1,839,100	2,132,178	1,968,655	2,018,041	1,728,128	1,500,266	1,582,434	1,854,968	1,960,810	1,682,510	1,530,315	21,580,940
Baltimore	2,990,000	2,861,102	3,322,748	3,326,064	3,293,875	3,233,772	2,474,853	2,311,992	2,950,791	3,545,225	3,194,131	3,086,656	36,591,209
Birmingham	1,336,728	1,390,453	1,586,546	1,480,160	1,427,610	1,364,717	1,103,230	1,142,396	1,187,950	1,192,202	1,232,597	1,084,776	15,529,365
Boston	5,262,621	4,385,279	5,085,963	5,206,149	5,413,371	5,062,059	3,598,699	3,779,263	4,759,956	5,503,825	4,830,150	4,601,017	57,488,352
Buffalo	2,059,670	1,965,584	2,260,517	2,359,000	2,206,900	2,011,952	1,555,584	1,491,063	2,070,723	2,164,333	1,989,528	1,889,973	24,024,827
Chicago	4,266,160	4,083,482	4,928,145	5,006,463	4,340,636	4,915,213	3,190,133	3,330,236	4,199,612	4,712,873	4,026,009	3,788,438	50,787,400
Cincinnati	2,371,814	2,172,915	2,337,513	2,464,555	2,440,485	2,195,669	1,741,439	1,653,801	1,951,048	2,390,079	2,230,412	2,229,300	26,179,030
Cleveland	2,374,399	2,359,723	2,697,820	2,570,828	2,313,155	2,142,656	1,636,940	1,657,512	2,108,414	2,439,499	2,169,446	2,052,646	26,523,038
Detroit	2,959,437	2,924,754	3,277,961	3,244,423	3,282,137	3,083,137	2,351,847	2,319,158	2,638,478	2,880,408	2,728,622	2,660,915	34,351,277
Houston	1,821,747	1,793,356	2,032,696	1,927,967	2,090,944	1,766,840	1,512,580	1,364,521	1,691,969	1,827,358	1,706,558	1,773,641	21,310,177
Indianapolis	2,077,415	1,999,978	2,217,336	2,204,944	2,072,381	2,088,049	1,630,483	1,451,526	1,863,004	2,120,998	1,955,441	2,064,542	23,746,097
Kansas City	2,229,300	2,244,627	2,447,114	2,120,017	2,396,382	2,272,778	1,848,145	1,830,487	2,081,612	2,370,165	2,203,582	1,737,605	25,781,814
Los Angeles	4,115,735	3,797,089	4,132,533	3,822,934	3,735,623	3,453,830	3,376,114	3,241,846	3,363,756	3,518,708	3,240,375	3,003,213	42,801,756
Milwaukee	2,198,348	2,152,499	2,487,398	2,637,031	2,417,834	3,301,765	1,801,037	1,609,948	2,079,485	2,305,597	2,165,140	2,041,343	26,197,425
Minneapolis	2,331,936	1,977,230	2,268,591	2,442,390	2,250,849	2,146,627	1,491,431	1,703,413	2,164,275	2,121,947	1,983,881	1,778,302	24,660,872
New Orleans	2,658,742	2,478,864	2,901,298	2,655,026	2,744,426	2,438,325	2,352,699	2,225,361	2,522,946	3,152,108	2,863,153	2,648,191	31,641,139
New York	11,387,509	10,323,291	11,231,198	10,418,596	10,626,281	10,112,037	6,990,444	7,023,375	10,173,220	11,430,398	10,463,722	9,749,164	119,929,235
Philadelphia	4,909,316	4,535,115	5,087,998	5,012,612	5,044,399	4,843,940	3,542,274	3,307,246	4,594,327	5,821,853	5,406,419	4,925,328	57,030,827
Portland, Ore	1,635,401	1,635,586	1,799,256	1,721,456	1,766,683	1,607,713	1,331,439	1,267,898	1,426,304	1,696,701	1,431,087	1,268,815	18,588,339
St. Louis	2,553,984	2,846,818	2,943,516	3,109,540	2,882,707	2,653,727	1,878,649	1,835,413	2,487,882	2,725,028	2,652,577	2,495,840	31,065,681
St. Paul	1,797,586	1,856,590	2,065,252	2,105,138	1,995,042	1,780,562	1,356,236	1,461,124	1,843,016	1,959,860	1,717,730	1,590,526	21,522,662
San Francisco	3,168,195	2,876,703	3,155,546	3,030,642	3,189,157	2,691,296	2,538,430	2,503,387	2,520,180	2,737,609	2,622,513	2,311,507	33,345,165
Washington	3,587,735	3,491,010	3,828,664	3,748,298	3,920,386	3,731,977	2,972,784	2,932,990	3,575,509	4,018,244	3,641,370	3,657,120	43,106,087
Monthly totals	71,877,313	67,985,148	76,227,787	74,582,888	73,869,304	69,626,769	53,775,736	53,026,390	66,109,425	74,595,828	68,136,953	63,969,173	813,764,714

1931

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,951,046	2,152,459	2,615,091	2,596,058	2,632,974	2,310,994	1,994,434	2,080,618	2,159,928	2,496,693	2,306,363	2,194,454	27,491,112
Baltimore	3,122,570	3,107,281	3,911,733	3,918,423	3,992,028	3,617,288	3,150,168	3,096,981	3,489,642	4,030,875	3,794,781	3,436,305	42,668,075
Birmingham	1,705,994	1,661,490	2,003,511	1,937,098	1,942,827	1,869,715	1,652,836	1,573,438	1,712,326	1,774,938	1,584,548	1,584,863	21,003,584
Boston	5,631,792	4,882,794	6,485,462	6,472,481	6,581,548	5,726,195	4,358,599	4,455,132	5,563,118	6,436,698	6,122,716	5,781,467	68,498,002
Buffalo	2,113,157	2,081,567	2,784,542	2,890,892	2,723,303	2,409,606	1,978,389	1,979,960	2,399,623	2,723,555	2,780,371	2,339,618	29,204,583
Chicago	5,261,991	4,834,356	6,087,857	6,357,176	5,938,378	5,727,284	4,376,779	4,218,508	5,340,341	5,721,433	5,227,834	4,876,652	63,968,589
Cincinnati	2,714,637	2,586,641	3,276,875	3,204,101	3,186,023	2,697,056	2,333,459	2,220,476	2,507,115	2,904,508	2,767,451	2,732,943	33,131,285
Cleveland	2,812,783	2,744,028	3,481,320	3,485,407	3,264,687	2,873,050	2,715,223	2,584,675	3,262,467	3,445,605	3,078,445	2,813,645	36,561,335
Detroit	3,445,008	3,433,937	4,378,592	4,299,362	4,218,198	3,564,412	2,818,331	2,902,719	3,261,044	3,714,672	3,486,033	3,418,836	42,951,144
Houston	2,419,904	2,261,770	2,916,539	2,915,273	3,119,297	2,716,655	2,512,397	2,256,398	2,433,353	2,548,678	2,558,550	2,682,155	31,340,969
Indianapolis	2,238,869	2,280,248	2,664,492	2,681,765	2,648,363	2,424,545	2,137,950	1,968,816	2,192,957	2,661,990	2,445,455	2,430,348	28,775,798
Kansas City	2,326,143	2,438,265	2,899,483	2,366,946	2,942,531	2,648,560	2,353,019	2,333,438	2,393,252	2,691,273	2,717,555	2,523,976	30,634,441
Los Angeles	5,200,296	4,759,125	5,728,143	5,276,105	5 350 602	5 027 392	4 751 459	4 680 669	4,542,730	5,080,187	4,904,350	4,254,509	59 555,567
Milwaukee	2,490,406	2,454,934	3,142,170	3,312,031	3,342,869	2,815,271	2,340,527	2,291,606	2,829,333	3,207,083	2,835,132	2,776,887	33,838,233
Minneapolis	2,584,801	2,318,060	2,908,678	2,888,482	2,846,105	2,602,121	2,148,188	2,252,544	2,669,192	2,867,354	2,632,987	2,472,971	31,191,483
New Orleans	2,641,151	2,544,818	3,207,998	2,926,931	3,019,329	2,826,544	2,619,862	2,710,995	2,880,834	3,362,646	3,308,236	3,296,328	35,345,672
New York	12,550,348	11,596,936	14,534,706	13,951,006	13,569,781	12,494,655	9,083,19[illegible]	9,367,110	12,890,622	14,804,306	13,330,477	13,323,693	150,496,837
Philadelphia	5,379,805	4,856,851	6,054,524	6,052,167	6,058,982	5,600,166	4,439,022	4,121,866	5,185,937	6,485,336	5,759,801	5,293,251	65,287,780
Portland, Ore	2,233,991	2,324,050	2,662,296	2,571,257	2,284,749	2,073,707	1,915,392	1,915,128	1,928,478	2,163,481	1,894,003	1,866,110	25,832,642
St. Louis	2,882,401	3,087,159	3,691,604	3,717,449	3,593,889	3,134,925	2,518,349	2,638,149	2,975,927	3,316,814	3,433,133	3,222,314	38,212,113
St. Paul	1,951,136	2,150,127	2,476,824	2,521,596	2,326,016	2,064,020	1,804,046	1,926,540	2,142,770	2,347,184	2,212,602	2,013,202	25,936,063
San Francisco	3,296,402	3,268,771	3,901,406	3,786,622	3,830,964	3,386,025	3,335,088	3,437,964	3,224,051	3,739,795	3,527,552	3,234,355	41,968,995
Washington	3,463,960	3,463,546	4,459,951	4,222,344	4,487,304	4,063,604	3,483,132	3,439,442	3,968,888	4,720,172	4,466,751	4,351,236	48,590,330
Monthly totals	80,428,591	77,289,213	96,273,797	94,350,97[illegible]	93,902,247	84,673,79[illegible]	70,819,846	70,453,17[illegible]	81,953,928	93,245,276	87 175,126	81,920 1 2	1,012,484,560

SUCCESS SPEAKS

Paragraphs in a voluntary letter from a newspaper advertising director who made a splendid record in 1939:—

"We have just finished the month of October with an approximate 205,000 line gain . . . "

"Ever since we turned the corner the early part of this year, I have been pointing for a million line gain, and since we are 860,000 lines ahead for the first ten months, I can underwrite the balance of the year."

"Let me say this to you most sincerely—Media Records has played no small part in this achievement, for in the fall of 1938 the plan of this year's work was very carefully mapped out by the use of Media Records to disclose the weak classifications, and the ones on which the greatest concentration of effort could be placed. We have built up the weak spots, and in strengthening the whole line, had a far better balanced newspaper, with the result that we expect now, in 1940 to go ahead on all fronts."

"Media Records are truly the "war maps" which distinguish the Polish frontiers from the Maginot Line."

The problem of Orderly sales-planning is solved for advertising directors who make such understanding use of Media Records as is indicated in the above letter.

MEDIA RECORDS *Incorporated*

NEW YORK · CHICAGO · COLUMBUS · SAN FRANCISCO

THE PRESS GALLERY OF THE CONGRESS OF THE UNITED STATES

Name	Paper represented	Office
Arbogast, W. P.	Associated Press	Star Bldg.
Ardery, William B.	Associated Press	Star Bldg.
Arne, Sigrid	Associated Press	Star Bldg.
Atchison, John C.	Daily News Record (New York), Women's Wear	Union Trust Bldg.
Bailey, Fred O.	United Press Associations	National Press Bldg.
Bancroft, Griffing, Jr.	International News Service	Times-Herald Bldg.
Barkley, Frederick R.	New York Times	Albee Bldg.
Barkley, Paul	Associated Press	Star Bldg.
Barth, Alan	McClure Newspaper Syndicate	2651 16th St.
Batchelder, Henry D.	Houston, Chronicle, Youngstown Vindicator	National Press Bldg
Baube, J. C.	Havas News Agency	National Press Bldg.
Bauman, Karl	Associated Press	Star Bldg.
Beach, Clarke	Associated Press	Star Bldg.
Beal, John R.	United Press Associations	National Press Bldg.
Beale, George H.	United Press Associations	National Press Bldg.
Beale, W. L., Jr.	Associated Press	Star Bldg.
Bean, Rodney	New York Times	Albee Bldg.
Beall, Jack	New York Herald Tribune	National Press Bldg.
Beatty, Morgan	Associated Press	Star Bldg.
Belair, Felix, Jr.	New York Times	Albee Bldg.
Bell, Brian	Associated Press	Star Bldg.
Bell, Jack L.	Associated Press	Star Bldg.
Bell, Samuel W.	New York Herald Tribune	National Press Bldg.
Bell, Ulric	Louisville Courier-Journal	National Press Bldg.
Benedict, Bertram	Editorial Research Reports	1013 13th St.
Berding, Andrue	Associated Press	Star Bldg.
Berkley, Earl	Associated Press	Star Bldg.
Biondi, Leone Fumasoni	Stefani Agence	National Press Club
Black, Otis	Washington Times-Herald	1317 H St.
Black, Ruby A.	Worcester (Mass.) Evening Gazette, Madison (Wis.) State Journal, Green Bay (Wis.) Press-Gazette, La Crosse (Wis.) Tribune, Jamestown (N. Y.) Evening Journal, La Democracia, San Juan, P. R., Beloit Daily News (Wis.).	Albee Bldg.
Blanck, Roy G.	Associated Press	Star Bldg.
Boeckel, Richard	Editorial Research Reports	1013 13th St.
Bomar, Edward B.	Associated Press	Star Bldg.
Booth, Windsor	Boston Post	Post Bldg.
Boyd, Max	Associated Press	Star Bldg.
Bramley, Eric	Harrisburg Telegraph	Earle Bldg.
Brandt, Raymond P.	St. Louis Post-Dispatch	Kellogg Bldg.
Brayman, Harold	Philadelphia Evening Public Ledger	National Press Bldg.
Borewer, Alva	Washington Times-Herald	1317 H St.
Brokman, George B.	United States News Association	2201 M St.
Books, Ned	Cleveland Press, Cincinnati Post, Columbus Citizen, Kentucky Post	1013 13th St.
Brown, Ashmun N.	Providence Journal	Hibbs Bldg.
Brown, Constantine A.	Washington Star	Star Bldg.
Brown, George Rothwell	King Features Syndicate	730 Jacksan Place
Brown, Harry J.	Salt Lake Tribune, Spokane Spokesman-Review, Oakland Tribune	Transportation Bldg.
Brown, Screllon, 3d	Providence Evening Bulletin	Hibbs Bldg.
Brown, Walter	Greenville (S. C.) News, Greenville Piedmont, Asheville (N. C.) Citizen-Times, Raleigh News Observer	National Press Bldg.
Browne, Merwin H.	Buffalo Evening News	National Press Bldg.
Bryant, George B., Jr.	Wall Street Journal	National Press Bldg.
Buck, Robert M.	Washington Daily News	1013 13th St.
Buel, Walker S.	Cleveland Plain Dealer	Albee Bldg.
Butler, James J.	New Britain Herald, Utica Observer Dispatch, Schenectady Gazette, Niagara Falls (N. Y.) Gazette	National Press Bldg.
Campbell, Beth	Associated Press	Star Bldg.
Canbam, Erwin D.	Christian Science Monitor	National Press Bldg.
Carroll, Raymond G.	St. Thomas (Ontario) Times-Journal, Stratford (Ontario) Beacon Herald	4000 Cathedral Ave.
Carroll, Stanley J.	International News Service	Times-Herald Bldg.
Carter, John Franklin	Des Moines (Iowa) Register and Tribune	National Press Bldg.
Catledge W. Turner	New York Times	Albee Bldg.
Catton, Bruce	Newspaper Enterprise Association	1013 13th St.
Chase, Josephine	New York Herald Tribune	National Press Bldg.
Chiang, Joseph	Chinese Nationalist Daily	1422 Massachusetts Ave.
Cherry, Ralph L.	New York Journal of Commerce	Albee Bldg.
Childs, Marquis W.	St. Louis Post-Dispatch	Kellogg Bldg.
Chinn, James F.	Washington Star	Star Bldg.
Christerson, Melbourne	Associated Press	Star Bldg.
Clapper, Raymond	Scripps-Howard Newspaper Alliance	1013 13th St.
Clark, Delbert	New York Times	Albee Bldg.
Clarke, W. R.	Winnipeg Free Press	National Press Club.
Cline, John H.	Washington Evening Star	Star Bldg.
Codel, Martin	Radio News Bureau	National Press Bldg.
Cole, Gordon N.	United States News Association	2201 M St.
Collier, N. Rex	Washington Evening Star	Star Bldg.
Collins, Ralph A.	New York Sun	Munsey Bldg.
Coman, T. F.	Associated Press	Star Bldg.
Combs, George W.	Baltimore Evening Sun	National Press Bldg.
Conger, Clement B.	Chicago Tribune Press Service	Albee Bldg.
Conroy, Edward A.	New York Sun	Munsey Bldg.
Cooper, H. R.	Associated Press	Star Bldg.
Corn, Herbert F.	Washington Star	Star Bldg.
Cornell, Douglas B.	Associated Press	Star Bldg.
Cotten, Felix	Washington Post	Post Bldg.
Cottrell, Jesse S.	Charlotte Observer, Tucson Ariz. Daily Star, Chatta. News, Rochester, Democrat and Chronicle, Rochester Times-Union, Watertown (N. Y.) Daily Times, Troy (N. Y.) Record, Troy Times, Nashville (Tenn.) Banner	National Press Bldg.
Cottrell, Mary James	Anderson (S. C.) Independent, Anderson (S. C.) Daily Mail, Charlotte Observer	National Press Bldg.
Covert, John B.	Philadelphia Bulletin	National Press Bldg.
Cowan, John P.	McKeesport Daily News	National Press Bldg.
Craig, Don	Washington Daily News	1013 13th St.
Craig, Elizabeth May	Portland (Maine) Press Herald, Portland Evening Express, Kennebec (Maine) Journal, Waterville (Maine) Sentinel	National Press Bldg.
Crawford, Kenneth G.	Philadelphia Record, New York Evening Post	National Press Bldg.
Crider, John H.	New York Times	Albee Bldg.
Crowley, Raymond J.	Associated Press	Star Bldg.
Cullen, George	Associated Press	Star Bldg.
Cullinane, Leo P.	New York Herald Tribune	National Press Bldg.
Daffron, Joseph	International News Service	Times-Herald Bldg.
Daniel, E. C. Jr.	Associated Press	Star Bldg.
Davis, J. W.	Associated Press	Star Bldg.
Davis, Saville R.	Christian Science Monitor	National Press Bldg.
Davis, Tom W.	Transocean News Service	National Press Bldg.
Davis, Watson	Science Service	21st & B Sts.
De Greve, Arthur F.	United Press Associations	National Press Bldg.
De Witt, George	Washington Times-Herald	1317 H St.
Denny, Ludwell	Scripps-Howard Newspaper Alliance	1013 13th St.
Denson, John	International News Service	Times-Herald Bldg.
Dibble, Allen C.	United Press Associations	National Press Bldg.
Dick, Gerry (Miss)	Newspaper Enterprise Association	1013 13th st.
Dickson, C. B.	International News Service	Times-Herald Bldg.
Dinwoodey, Dean	United States News Association	2201 M st.
Doeg, Dorothea Scudder	Newark Evening News	Colorado Bldg.
Dorris, Henry N.	New York Times	Albee Bldg.
Douthat, James W.	Associated Press	Star Bldg.
Doying, George E.	Evanston (Ill.) News Index	Munsey Bldg.
Dozier, Thomas A.	United Press Associations	National Press Bldg.
Driscoll, Joseph	New York Herald-Tribune	National Press Bldg.
Dufly, Charles G.	Washington Times-Herald	1317 H St.
Durno, George E.	International News Service	Times-Herald Bldg.
Easley, L. T., Jr.	Associated Press	Star Bldg.
Eddy, Arch	Washington City News Service	National Press Bldg.
Edelstein, Julius C.	United Press Associations	National Press Bldg.
Edwards, Willard	Chicago Tribune Press Service	Albee Bldg.
Ehrlich, Henry	Boston Herald and Boston Traveler	National Press Bldg.
Emery, Fred A.	United States News Association	2201 M St.
Engle, J. B.	Associated Press	Star Bldg.
Erhardt, Leslie		Albee Bldg.
Ervin, Morris D.	Cincinnati Times-Star	National Press Bldg.
Essary, J. Fred	Baltimore Sun	National Press Bldg.
Essary, Helen	Washington Times-Herald	1317 H St.
Evans, Edward A.	Scripps-Howard Newspaper Alliance	1013 13th St.
Faron, Hamilton W.	Associated Press	Star Bldg.
Faunce, Edwin	Washington City News Service	National Press Bldg.
Fay, Elton C.	Associated Press	Star Bldg.
Fernsler, David	Associated Press	Star Bldg.
Field, Carter	Bell Syndicate	National Press Bldg.
Finney, Ruth	Albuquerque (N. Mex.) Tribune, Denver (Colo.) Rocky Mountain News, San Diego Sun, San Francisco Daily News	1013 13th St.
Fisher, John M.	Chicago Tribune Press Service	Albee Bldg.
Fitzgerald, Joseph R.	Washington Daily News	1013 13th St.
Fitzmaurice, Walter	International News Service	Times-Herald Bldg.
Fleeson, Doris	New York Daily News	National Press Bldg.
Fleming, Dewey L.	Baltimore Sun	National Press Bldg.
Flynn, Alfred F.	Wall Street Journal	National Press Bldg.
Flynn, Michael W.	Washington Herald-Times	1317 H St.
Folliard, Edward T.	Washington Post	Post Bldg.
Fortson, John L.	United Press Associations	National Press Bldg.
Foote, Mark	Grand Rapids Press, Saginaw News, Jackson Citizen Patriot, Flint Journal, Kalamazoo Gazette, Bay City Times, Muskegon Chronicle, Ann Arbor News	Colorado Bldg.
Fox, Derek	United States News Association	2201 M St.
Fox, Joseph A.	Washington Evening Star	Star Bldg.
Francis, Lorania K.	Los Angeles Times	National Press Bldg.
Francis, Warren B.	Los Angeles Times	National Press Bldg.
Frandsen, Julius, Jr.	United Press Associations	National Press Bldg.
Frank, Pat	Jewish Telegraphic Agency	National Press Bldg.
Frantz, Harry	United Press Associations	National Press Bldg.
Friedheim, Eric	International News Service	Times-Herald Bldg.
Fries, Elmer P.	Columbus (Ohio) Dispatch	Raleigh Hotel
Frink, Carol	Washington Times-Herald	1317 H St.
Frye, William	Associated Press	Star Bldg.
Gablenian, Edwin W.	Cincinnati Enquirer	National Press Bldg.
Galloway, Clark H.	Associated Press	Star Bldg.
Garnett, Burt P.	Editorial Research Reports	1013 13th St.
George A. R.	Associated Press	Star Bldg.
Gilmore, Eddy	Associated Press	Star Bldg.
Godwin, Earl	Washington Times-Herald	1317 H St.
Gordon, Evelyn	Washington Daily News	1013 13th St
Grant, Ben. J., Jr.	Associated Press	Star Bldg.
Green, Clinton	International News Service	Times-Herald Bldg.
Grefe, Charles A.	Waterloo Daily Courier (Iowa)	National Press Bldg.
Gregory, Nicholas P.	New York Herald Tribune	National Press Bldg.
Gridley, Charles O.	Denver Post, Peoria Star, Moline Dispatch	National Press Bldg.
Griffin, Bulkley S.	Brockton Enterprise, New Haven Register, Springfield Union, Pittsfield Eagle, Lynn Item, Hartford Times, Waterbury American, Manchester Union Leader	National Press Bldg.
Griffin, Gerald	Baltimore Sun	National Press Bldg.
Griffin, Isabel Kinnear	Bridgeport Times-Star, Holyoke Transcript	National Press Bldg.
Groettum, Richard E.	United States News Association	2201 M St.
Gross, Gerald G.	Washington Post	Post Bldg.
Grover, Preston L.	Associated Press	Star Bldg.
Groves, Charles S.	Boston Globe	Star Bldg.
Haakinson, Edwin B.	Associated Press	Star Bldg.
Hachten, Arthur	International News Service	Times-Herald Bldg.
Hadley, Edward	Montreal Star, Toronto Evening Telegram, Cedar Rapids Gazette	1708 R St.
Haley, Pope A.	Associated Press	Star Bldg.
Hall, Frank A.	N. C. W. C. News Service	1312 Massachusetts Ave.
Hall, F. J.	United States News Association	2201 M. St.
Hamilton, Charles A.	Binghamton Press	National Press Club
Harkness, Richard L.	Philadelphia Inquirer	National Press Bldg.
Harsch, Joseph C.	Christian Science Monitor, Boston	National Press Bldg.
Haslet, Charles C.	Associated Press	Star Bldg.
Hay, John	Charleston (S. C.) News and Courier	3330 Reservoir Rd.
Hayden, Jay G.	Detroit News	Colorado Bldg.
Hazard, John W.	King Features Syndicate	730 Jackson Place
Heath, Edwin J.	Gallipolis (Ohio) Daily Tribune	National Press Bldg.
Heinl, Robert D.	Wabash (Ind.) Plain-Dealer	2400 California St.
Henderson, John W.	Associated Press	Star Bldg.
Heiss, A. E.	Traffic World, Chicago	Earle Bldg.
Helm, William P.	Syracuse Herald Journal, Minneapolis Tribune	Colorado Bldg.
Henle, Raymond Z.	Pittsburgh Post Gazette, Toledo Blade	National Press Bldg.
Henning, Arthur S.	Chicago Tribune Press Service	Albee Bldg.
Henry, John C.	Washington Evening Star	Star Bldg.
Heslep, Charter	Washington News	1013 13th St.
Higgins, E. Worth	United States News Association	2201 M St.
Hightower, John M.	Associated Press	Star Bldg.
Hildebrand, W. A.	Greensboro Daily News	Albee Bldg.
Hinton, Harold B.	New York Times	Albee Bldg.
Hirsch, Sol S.	Havas News Agency	National Press Bldg.
Hollander, Richard	Washington News	1013 13th St.
Holleman, Emmit C.	New York Times	Albee Bldg.
Holmes, Kathleen Sexton	Jackson (Miss.) Daily News	3930 Connecticut Ave.
Horan, Harold J. T.	London Daily Express	1314 18th St.
Hornaday, Mary	Christian Science Monitor	National Press Bldg.
Houghton, Jean A.	Daily News Record	Union Trust Bldg.
Hulen, Betram D.	New York Times	Albee Bldg.
Hume, Oscar Lewis	East St. Louis (Ill.) Journal, Decatur (Ill.) Herald-Review, Champaign-Urbana Courier, Olympia (Wash.) Olympian	National Press Bldg.
Humphreys, Robert	International News Service	Times-Herald Bldg.
Hurd, Charles W. B.	New York Times	Albee Bldg.
Hutchison, William K.	International News Service	Times-Herald Bldg.
Huston, Luther A.	New York Times	Albee Bldg.
Hyde, Henry M.	Baltimore Evening Sun	National Press Bldg.
Imlay, Virginia	Worcester (Mass.) (Gazette	Albee Bldg.
Ingraham, H. R.	Associated Press	Star Bldg.
Jacob, Alaric	Renters (Ltd.) London	National Press Bldg.
Jackson, Robert M.	Associated Press	Star Bldg.
James, Jean	Columbus (Ohio) Dispatch	1629 Columbia Rd.
Jamieson, Edward	Houston Chronicle, New Orleans States, San Antonio (Tex.) Express, Wichita Falls (Tex.) Record-News, Fort Worth Star Telegram, Nashville Tennessean	National Press Bldg.
Janssen, Otto G.	United Press Associations	National Press Bldg.
Jefferson, Mary F.	Women's Wear	Union Trust Bldg.
Jeffress, C. O.	Greensboro Daily News	Albee Bldg.
Johnson, George Mack	United Press Associations	National Press Bldg.
Jones, Alexander F.	Washington Post	Post Bldg.
Jones, Coleman B.	New York Herald Tribune	National Press Bldg.
Jones, Ruth	Washington Times-Herald	1317 H St.

PRESS GALLERY OF THE CONGRESS OF THE UNITED STATES

(*Continued from page 126*)

Name	Paper represented	Office
Kahl, Norman A	Newspaper Enterprise Association	1013 13th St.
Karig, Walter	Newark Evening News	Colorado Bldg.
Kato, Masuo	Domei News Agency	Star Bldg.
Keith, N. S.	Wall Street Journal	National Press Bldg.
Kelley, Ralph J	Atlanta (Ga.) Constitution, Sacramento (Calif.) Bee, Fresno (Calif.) Bee, Modesto (Calif.) Bee	National Press Bldg.
Kelly, John W	Portland (Ore.) Oregonian	National Press Bldg.
Kennedy, Frank A	St. Petersburg (Fla.) Independent, Jacksonville Journal, Miami Daily News, Pensacola Journal and News	1413 Crittenden St.
Kennedy, William P	Washington Star, Springfield (Mass.) Republican, Springfield (Mass.) Daily News	1101 Pennsylvania Ave.
Kent, Russell	Birmingham News, Birmingham Age-Herald	National Press Bldg.
Kenworthy, Carroll H	United Press Associations	National Press Bldg.
Kidney, Daniel M	Indianapolis Times, Evansville (Ind.) Press	1013 13th St.
Kilgore, Bernard	Wall Street Journal	National Press Bldg.
King, John E	Dallas News	Albee Bldg.
King, Tom W	Winnipeg Free Press	1468 Clifton St.
Kintner, Robert E	North American Newspaper Alliance	National Press Bldg.
Klein, Sandor S	United Press Association	National Press Bldg.
Kluckhohn, Frank L	New York Times	Albee Bldg.
Kluttz, Jerry	Washington Daily News	1013 13th St.
Knebel, Fletcher	Cleveland Plain Dealer	Albee Bldg.
Kneeland, Harold	Washington Daily News	1013 13th St.
Knight, Oliver H	United Press Associations	National Press Bldg.
Knowlton, Robert A	United Press Associations	National Press Bldg.
Kolne, John F	United States News Association	2201 M St.
Koop, Theodore F	Associated Press	Star Bldg.
Kramer, Kenneth G	Wall Street Journal	National Press Bldg.
Krock, Arthur	New York Times	Albee Bldg.
Lamm, Lynne M	Daily Metal Trade	National Press Bldg.
Lapin, Adam	Daily Worker (N. Y.)	National Press Bldg.
Lawrence, Amory A	Boston (Mass.) Transcript	Colorado Bldg
Lawrence, William H	United Press Association	National Press Bldg.
Leach, Paul R	Chicago Daily News	Colorado Bldg.
Leake, Lowell L	Washington Post	Post Bldg.
Lebherz, Edwin J	Buffalo Courier Express	National Press Bldg.
Lepidus, Henry N	Associated Press	Star Bldg.
Lewis, Sir Willmott	London Times	1605 New Hampshire Ave.
Lincoln, G. Gould	Washington Star	Star Bldg.
Lindley, Ernest K	Washington Post, Des Moines Register and Tribune	Post Bldg.
Linz, Bertram F	Newport Daily News	Albee Bldg.
Linz, Clarence L	New York Journal of Commerce, Newport Daily News	Albee Bldg.
Lippmann, Walter	New York Herald Tribune	National Press Bldg.
Lockett, Edward B	International News Service	Times-Herald Bldg.
Loftus, Joseph A	Associated Press	Star Bldg.
Lorance, John	Springfield (Mass.) Daily News	1305 N St.
Louthan Mary C	New York Sun	Munsey Bldg.
Lucey, Charles T	New York World-Telegram	1013 13th St.
Lyman, Carson F	Associated Press	Star Bldg.
Lynn, Robert M	Richmond News Leader, Wilmington (Del.) Every Evening, Roanoke (Va.) Times, Roanoke World News	National Press Bldg.
Lyon, Gideon A	Washington Star	Star Bldg.
Lyons, James Grant	New York Journal of Commerce	Albee Bldg.
McDonough, Stephen	Associated Press	Star Bldg.
McCahan, Paul J	Philadelphia Inquirer	National Press Bldg.
McGee, Paul B	New York Journal of Commerce	Albee Bldg.
McGill, Robert	International News Service	Times-Herald Bldg.
McKee, Oliver, Jr	Boston Evening Transcript	Albee Bldg.
McKeaver, Porter	Aberdeen (S. Dak.) American, Aberdeen (S. Dak.) Evening News, Danville (Ill.) Commercial News, Rapid City (S. Dak.) Journal	National Press Bldg.
McKelway, Benjamin M	Washington Star	Star Bldg.
McNamara, Thomas	Philadelphia Record	National Press Bldg.
McNaughton, Frank	United Press Associations	National Press Bldg.
McNeil, Marshall	El Paso Post, Fort Worth Press, Houston Press, Oklahoma News	1013 13th St.
Magruder, Milton E	United Press Associations	National Press Bldg.
Mahoney, Claude A	Wall Street Journal	National Press Bldg.
Malcolmson, Charles	Philadelphia Record	National Press Bldg.
Mallon, Paul	King Features Syndicate	730 Jackson Place
Mallon, Winifred	New York Times	Albee Bldg.
Manly, Chesly	Chicago Tribune Press Service	Albee Bldg.
Manning, George H., Jr	Harrisburg News-Patriot, Camden Courier and Post, Toronto Star, Elmira Star-Gazette, Newark Star-Ledger, Jamestown (N. Y.) Post	National Press Bldg.
Martin, Cecilia	Washington Times-Herald	1317 H St.
Martin, Lorenzo W	Louisville Times	National Press Bldg.
Martin, Ovid	Associated Press	Star Bldg.
Mattfeldt, Rudolf	Frankfurter Zeitung	114 Linden Lane, Falls Church, Va.
Meredith, I. W	International News Service	Times-Herald Bldg.
Merrill, Anthony F	Orlando (Fla.) Daily Newspapers	1702 Summit Place.
Michael, Charles R	New York Times	Albee Bldg.
Mickel, Merlin	Associated Press	Star Bldg.
Mickelmore, Thomas	Washington Times-Herald	1317 H St.
Miller, Ben H	Baltimore Evening Sun	National Press Bldg.
Miller, Gustav J	Washington Times-Herald	1317 H. St.
Miller, Mrs. Hope Ridings	Washington Post	Post Bldg.
Miller, Parlan	Washington Post	Post Bldg.
Miller, Lee G	Scripps-Howard Newspaper Alliance	1013 13th St.
Mobley, Radford E. Jr	Akron Beacon Journal, Cleveland News, Miami Herald, Honolulu Star Bulletin, Rock Island Argus	Albee Bldg.
Monter, H. C	United Press Associations	National Press Bldg.
Moody, Blair	Detroit News	Colorado Bldg.
Morgan, Cole F	King Features Syndicate	730 Jackson Place
Morley, Felix	Washington Post	Post Bldg.
Morris, George	Commercial Appeal (Memphis)	1013 13th St.
Montoux, John T	Birmingham Post, Knoxville News-Sentinel, Memphis Press, Scimitar	1013 13th St.
Mueller, Merrill	International News Service	Times-Herald Bldg.
Muller, William R	Associated Press	Star Bldg.
Murphy, William C., Jr	Philadelphia Inquirer	National Press Bldg.
Mylander, W. H	Toledo (Ohio) Blade, Pittsburgh Post-Gazette, Toledo Times	National Press Bldg.
Neal, Fred W	United Press Associations	National Press Bldg.
Neal, William S	International News Service	Times-Herald Bldg.
Nessly, William V	Washington Post	Post Bldg.
Nettleton, Tully	Christian Science Monitor	National Press Bldg.
Newberry, A. T	International News Service	Times-Herald Bldg.
Newmyer, Arthur G	Washington Times-Herald	1317 H St.
Norris, John G	Washington Post	Post Bldg.
Nover, Barnet	Washington Post	Post Bldg.
Nutter, Charles	Associated Press	Star Bldg.
Oakes, John B	Washington Post	Post Bldg.
O'Brien, John C	Philadelphia Inquirer	National Press Bldg.
O'Donnell, John	New York Daily News	National Press Bldg.
O'Leary, J. A	Washington Star	Star Bldg.
O'Neal, Sam A	St. Louis Star-Times	National Press Bldg.
O'Rourke, John	Washington Daily News	1013 13th St.
Oliver, D. Harold	Associated Press	Star Bldg.
Opffer, Emil	Politiken, Copenhagen, Denmark	3100 R St.
Osborne, Hunter	Harrisonburg News-Record	1626 K St.

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PRESS GALLERY OF THE CONGRESS OF THE UNITED STATES

(*Continued from page 127*)

Name	Paper represented	Office
Page, Robertson	Lewiston (Me.) Sun, Stamford (Conn.) Advocate, Pawtucket (R. I.) Times, Taunton (Mass.) Gazette	National Press Bldg.
Parker, George B	Scripps-Howard Newspaper Alliance	1013 13th St.
Parker, William E	New York Sun	Munsey Bldg.
Park, Margaret	Sanford (Fla.) Herald, Stuart (Fla.) Daily News, Daytona Beach News-Journal	1743 P St.
Parrish, Wayne W	Harrisburg Telegraph	Earle Bldg.
Patterson, Eleanor M	Washington Times-Herald	Earle Bldg.
Pattie, J. Delton	Daily Traffic World	Star Bldg.
Peacock, W. T	Associated Press	National Press Bldg.
Pearson, Drew	United Features Syndicate, Havas News Agency	3242 Newark St.
Pearson, Leon M	United Features Syndicate	1317 H St.
Peeke, Carroll F. B	Washington Times-Herald	1013 13th St.
Perkins, Fred W.	Pittsburgh Press	Star Bldg.
Perimete,, Irving	Associated Press	Munsey Bldg.
Perry, Glen H.	New York Sun	1317 H St.
Peters, Mason	Washington Times-Herald	Times-Herald Bldg.
Peterson, Ralph H	International News Service	1706 F St.
Pfister, Edward A	Erie Daily Times (Pa.)	1013 13th St.
Phillips, Harold	Washington Daily News	Star Bldg.
Pinkerton, William	Associated Press	National Press Bldg.
Pinter, Bruce E.	New York Herald Tribune	730 Jackson Place
Plummer, H. C.	King Features Syndicate	.....
Polangin, Frederick N.	International News Service	Times-Herald Bldg.
Prevost, Clifford A	Detroit Free Press	National Press Bldg.
Purcell, John K	New York News	National Press Bldg.
Pyle, Ernest K	Scripps-Howard Newspaper Alliance	1013 13th St.
Ragsdale, W. B.	Associated Press	Star Bldg.
Ralph, Henry D.	Oil City (Pa.) Derrick	National Press Bldg.
Ramsey, Paul W	Philadelphia Inquirer	National Press Bldg
Rashall, L. D.	International News Service	Times-Herald Bldg.
Reedy, George E	Philadelphia Inquirer	National Press Bldg.
Reedy, George E., Jr.	United Press Associations	National Press Bldg.
Reichman, John A.	United Press Associations	National Press Bldg.
Reynolds, J. Lacey	Nashville Tennessean, Ft. Worth (Tex.) Star-Telegram, Tulsa World, Jackson (Tenn.) Sun	National Press Bldg.
Reynolds, Thomas F	United Press Associations	National Press Bldg.
Riley, George D.	Washington Times-Herald	1317 H St.
Rippey, Stephens	Bridgeport Post-Telegram	National Press Bldg.
Riseling, John J. W	Washington Post	Post Bldg.
Robb, Gene S	New York Journal American	729 15th St.
Robichaud, Gerard	United Press Associations	National Press Bldg.
Robinson, L. Noble	United States News Association	2201 M St.
Robinson, Tremain F	Houston Chronicle, Arkansas Democrat, Shreveport Times, Nashville Tennessean	National Press Bldg.
Rochester, Edward S.	Macon Evening News, Macon Telegraph	1653 Pennsylvania Ave.
Roper, James E	Washington City News Service	National Press Bldg
Ross, Charles G.	St. Louis Post Dispatch	Kellogg Bldg.
Rosecoe, George B.	United Press Associations	National Press Bldg.
Rounds, Frank W., Jr.	United States News Association	2201 M St.
Rouett, Mary Patterson	Pasadena Star News-Post	Mayflower Hotel
Royster, Vermont C.	Wall Street Journal	National Press Bldg.
Runyon, Damon, Jr.	International News Service	Times-Herald Bldg.
Ryhlich, Frank	Philadelphia Record	National Press Bldg.
Sadler, Christine	Washington Post	Post Bldg.
Sager, Ralph F	International News Service	Times-Herald Bldg.
Salisbury, Harrison	United Press Associations	National Press Bldg.
Sanders, Kenneth E	Associated Press	Star Bldg.
Schaefie, Louis J.	United Press Associations	National Press Bldg.
Scheible, Kenneth	International News Service	Times-Herald Bldg.
Schloss, Leon	International News Service	Times-Herald Bldg.
Scott, David R.	Sandusky Star-Journal	National Press Bldg.
Scott, Owen L.	United States News Association	2201 M St.
Secrest, J. D.	Washington Post	Post Bldg.
Sell, Kurt G.	German News Bureau, Berlin	Barr Bldg.
Schackford, R. H	United Press Associations	National Press Bldg.
Sharpe, H. W.	United Press Associations	National Press Bldg.
Shelton, P. H.	The Financial Times, London	807 18th St.
Shoop, Duke	Kansas City Star	Albee Bldg.
Short, Joseph H	Associated Press	Star Bldg.
Shubert, Leonard B	Associated Press	Star Bldg.
Simms, William Philip	Scripps-Howard Newspaper Alliance	1013 13th St.
Simpson, Kirke L.	Associated Press	Star Bldg.
Simonds, James G.	New York Herald-Tribune	National Press Bldg.
Sloan, Kermit	Wall Street Journal	National Press Bldg.
Smith, Bromley	Washington Daily News	1013 13th St.
Smith, Carl	Oregon Journal, Portland	Colorado Bldg.
Smith, Charles Brooks	Wheeling Intelligencer, Wheeling News, Parkersburg Sentinel, Fairmont West Virginian, Fairmont Times, Martinsburg Journal, Elkins Intermountain, Welsh News, Hinton News, Point Pleasant Register	1650 Harvard St.
Smith, Denys H. H.	London Daily Telegraph and Morning Post	1343 Connecticut Ave.
Smith, Frank M.	Washington Times-Herald	1317 H St.
Smith, Hal Harrison	New York Times	Albee Bldg.
Smith, Hugh A. McClure	London Times	1605 New Hampshire Ave.
Smith, Ralph	Atlanta Journal	Mayflower Hotel
Smith, Russell	Lancaster Intelligencer-Journal, Scranton Times, Fort Wayne News-Sentinel, Omaha World-Herald, Sioux City (Iowa) Tribune, Rochester Democrat and Chronicle, Rochester Times-Union	Albee Bldg.
Smith, Stanley H	Traffic World, Chicago	Earle Bldg.
Snelling, Tracy H.	Wall Street Journal	National Press Bldg.
Sourwine, Julien G.	Dallas Dispatch-Journal	1700 Eye St.
Southwick, Rodney L.	Associated Press	Star Bldg.
Spear, William R.	Associated Press	Star Bldg.
Speers, Leland C.	New York Times	Albee Bldg.
Springer, Betty Lou	Philadelphia Record	National Press Bldg.
Sprinkle, Karl	Washington Daily News	1013 13th St.
Stafford, Lawrence	Grand Rapids Press	Colorado Bldg.
Stark, Louis	New York Times	Albee Bldg.
Stedman, Alfred D.	St. Paul Pioneer Press, St. Paul Dispatch	Albee Bldg.
Sterner, Charles J.	Wall Street Journal, Exchange Telegraph Co., Ltd	National Press Bldg.
Stevens, Thomas	Washington Times-Herald	1317 H St.
Stevenson, Charles	Washington Daily News	1013 13th St.
Stewart, Charles P.	Central Press Association	1109 Leslie Ave., Alexandria, Va.
Stewart, G. W., Jr.	United Press Associations	National Press Bldg.
Stimpson, George W	Houston Post	National Press Bldg.
Stockbridge, Frank P	Janesville Gazette (Wis.)	National Press Bldg.
Stokes, Richard L.	St. Louis Post-Dispatch	Kellogg Bldg.
Stokes, Thomas L.	Scripps-Howard Newspaper Alliance	1013 13th St.
Stone, Walker	Scripps-Howard Newspaper Alliance	1013 13th St.
Storm, Frederick A	United Press Associations	National Press Bldg.
Stratton, Cliff	Kansas City Kansan, Topeka Daily Capital	The Burlington
Strayer, Martha	Washington News	1013 13th St.
Strebig, James J.	Associated Press	Star Bldg.
Strout, Richard L.	Christian Science Monitor	National Press Bldg.
Sulds, Irvin	Bridgeport Herald, Atlantic City Press-Union	2812 Connecticut Ave.
Sullivan, Mark	New York Herald-Tribune Syndicate	1624 H St.
Sullivan, Otis	Daily Oklahoman and Oklahoma City Times	National Press Bldg.
Suter, John T	Associated Press	Star Bldg.
Sweinhart, Henry L	Havas News Agency	National Press Bldg.
Taishoff, Sol	Radio News Bureau	National Press Bldg.
Talburt, H. M.	Scripps-Howard Newspaper Alliance	1013 13th St.
Talty, Edward B	Beaumont (Tex.) Enterprise	National Press Bldg.
Taylor, John W	United States News Association	2201 M. St.
Thistlethwaite, Mark	Indianapolis News, Fort Wayne Journal-Gazette, Evansville Courier Journal, Terre Haute Tribune	Albee Bldg.
Thompson, Henry G	Wall Street Journal	National Press Bldg.
Thompson, Margaret E	Detroit Free Press	National Press Bldg.
Thornburg, Dick	Cincinnati Post, Cleveland Press, Columbus Citizen, Kentucky Post	1013 13th St.
Timmons, Bascom N	Houston Chronicle, San Antonio Express, Dallas Times Herald, Fort Worth Star-Telegram, Tulsa World, Nashville Tennessean, Shreveport Times, New Orleans States, Arkansas Democrat, Youngstown Vindicator	National Press Bldg.
Todd, Laurence	Telegraph Agency of the U. S. S. R.	National Press Bldg.
Trohan, Walter	Chicago Tribune Press Service	Albee Bldg.
Trussell, Charles P	Baltimore Sun	National Press Bldg.
Tucker, Ray	McClure Newspaper Syndicate	6308 Hillcrest Pl.
Tucker, S. A.	Decatur Herald and Review, East St. Louis Journal	National Press Bldg.
Tufty, Esther Van Wagoner	Michigan League of Home Dailies, Lansing (Mich.) State Journal, Pontiac (Mich.) Daily Press	National Press Bldg.
Turner, C. Russell, Jr.	United Press Associations	National Press Bldg.
Turner, Richard L	Associated Press	Star Bldg.
Vaccaro, Earnest B	Associated Press	Star Bldg.
Van Tine, Ronald G	United Press Associations	National Press Bldg.
Vincent, Jack	International News Service	Times-Herald Bldg.
Vogt, John	Washington City News Service	National Press Bldg.
Waldrop, Frank C	Washington Times-Herald	1317 H St.
Walsh, Burke	N. C. W. C. News Service	1312 Massachusetts Av.
Walton, Robert	Associated Press	Star Bldg.
Ward, Chester C	United States News Association	2201 M St.
Ward, Harry	International News Service	Times-Herald Bldg.
Warner, Eugene	Washington Times-Herald	1317 H St.
Warner, James E	Providence Journal	Hibbs Bldg.
Warren, Ernest G	Associated Press	Star Bldg.
Watkins, Charles D	Associated Press	Star Bldg.
Watkins, Everett C	Indianapolis Star, Terre Haute Star	National Press Bldg.
Watson, Kenneth	Sarasota Herald-Sarasota Tribune	Chevy Chase Parkway
Weil, Arthur T	Buffalo Evening News	National Press Bldg.
Weir, Frank H	Philadelphia Evening Public Ledger	National Press Bldg.
Weir, Paul	Associated Press	Star Bldg.
Weller, Frank I	Associated Press	Star Bldg.
Welsh, Estelle G	St. Louis Post-Dispatch	National Press Bldg.
White, William W	Associated Press	3313 16th St.
Wieland, William A	Associated Press	National Press Bldg.
Wilcox, Edward E	Philadelphia Evening Bulletin	1109 16th St.
Wile, Frederic William	Japan Advertiser (Tokyo, Japan), Washington Evening Star	National Press Bldg.
Williams, Gladstone	Atlanta Constitution, Fresno (Calif.) Bee, Modesto (Calif.) Pee, Sacramento Bee	National Press Bldg.
Williams, Sara Orr	Augusta Herald, Athens (Ga.) Banner Herald	National Press Bldg.
Wilson, Lyle C	United Press Associations	National Press Bldg.
Wilson, Richard L	Des Moines Register and Tribune, Minneapolis Star-Journal	Albee Bldg.
Wilson, Thomas W., Jr.	Wall Street Journal	.....
Wimer, Arthur C	Hartford Courant, New Castle News	National Press Bldg.
Wood, Lewis	New York Times	National Press Bldg.
Wooton, Paul	New Orleans Times-Picayune	Star Bldg.
Wright, James L	Buffalo Evening News	Star Bldg.
Yocom, Herbert A	Associated Press	.....
Young, Donald A.	Associated Press	Star Bldg.
Young, John Russell	Washington Star	2215 Washington Circle
Young, Ralph	Davenport Times, Mason City (Iowa) Globe-Gazette	2215 Washington Circle
Youngstrom, Lyle F	Associated Press	Star Bldg.
Yost, Paul M	Associated Press	Star Bldg.
Zimmerman, William E	International News Service	Times-Herald Bldg.
Zon, Henry	Federated Press	1410 H St.

NEWSPAPER PROPERTIES

Bought—Sold—Appraised

Consolidations — Mergers

REFINANCING

Confidential Negotiations in All Matters

NEWSPAPER APPRAISAL CORPORATION

L. Parker Likely
President

Times Building
New York

Average Net Paid Circulation of All A.B.C. Daily Newspapers as of October 1, 1939

	290 Morning	744 Evening	1,034 Total M. & E.	353 Sunday
City Circulation	8,690,796	15,570,681	24,261,477	14,513,321
Retail Zone	3,789,977	5,169,670	8,959,647	6,988,377
City and Retail Zone	12,480,773	20,740,351	33,221,124	21,501,696
All others	3,250,406	2,644,484	5,894,890	10,071,095
Total Net Paid*	**15,817,680**	**23,343,673**	**39,161,353**	**31,575,842**
Bulk Sales	35,376	28,473	63,849	25,870

Circulations of All U. S. English Language A.B.C. Daily Newspapers

	265 Morning	675 Evening	940 Total M. & E.	338 Sunday
City Circulation	8,340,260	14,386,136	22,726,396	14,093,498
Retail Zone	3,658,943	4,874,626	8,533,569	6,916,890
City and Retail Zone	11,999,303	19,760,762	31,259,965	21,010,388
All others	3,054,581	2,238,704	5,293,285	9,836,608
Total Net Paid*	**15,140,285**	**21,558,304**	**36,698,589**	**30,850,045**
Bulk Sales	34,145	26,973	61,118	25,824

Circulations of All Canadian A.B.C. Daily Newspapers

	16 Morning	63 Evening	79 Total M. & E.	3 Sunday
City Circulation	179,320	1,037,497	1,216,817	119,098
Retail Zone	97,061	278,822	375,883	18,915
City and Retail Zone	276,381	1,316,319	1,592,700	138,013
All others	122,710	340,284	462,994	79,029
Total Net Paid*	**399,091**	**1,656,603**	**2,055,694**	**217,042**
Bulk Sales	1,232	1,480	2,712	39

Circulations of All U. S. Foreign Language A.B.C. Daily Newspapers

	9 Morning	6 Evening	15 Total M. & E.	12 Sunday
City Circulation	171,216	147,048	318,264	300,725
Retail Zone	33,973	16,222	50,195	52,572
City and Retail Zone	205,189	163,270	368,459	353,297
All others	73,115	65,496	138,611	155,458
Total Net Paid*	**278,304**	**128,766**	**507,070**	**508,755**
Bulk Sales	....	20	20	7

* The "Total Net Paid" for "All A.B.C. Newspapers" and for "All U. S. English Language A.B.C. Newspapers" include totals for certain newspapers having international distribution and not reporting circulations according to the regular breakdown. These newspapers are the Christian Science Monitor, Boston, and the Wall Street Journal, New York. "Total Net Paid" is not the arithmetical sum of the items which precede it.

Average Net Paid Circulation of All A.B.C. Daily Newspapers as of October 1, 1938

	284 Morning	708 Evening	992 Total M. & E.	350 Sunday
City Circulation	8,460,598	14,822,000	23,282,598	13,722,364
Retail Zone	3,662,352	5,027,659	8,690,011	6,633,229
City and Retail Zone	12,122,950	19,849,659	31,972,609	20,355,593
All others	3,212,184	2,523,540	5,735,724	9,577,627
Total Net Paid*	**15,498,000**	**22,499,505**	**37,997,505**	**29,949,634**
Bulk Sales	34,113	29,638	63,751	21,684

Circulations of All U. S. English Language A.B.C. Daily Newspapers

	260 Morning	640 Evening	900 Total M. & E.	335 Sunday
City Circulation	8,117,444	13,666,312	21,783,756	13,361,647
Retail Zone	3,518,706	4,742,510	8,261,216	6,563,821
City and Retail Zone	11,636,150	18,408,822	30,044,972	19,925,468
All others	2,991,975	2,061,847	5,053,822	9,352,857
Total Net Paid*	**14,783,609**	**20,596,975**	**35,380,584**	**29,298,195**
Bulk Sales	33,052	26,855	59,907	21,660

Circulations of All Canadian A.B.C. Daily Newspapers

	15 Morning	62 Evening	77 Total M. & E.	3 Sunday
City Circulation	168,434	1,006,724	1,175,158	112,613
Retail Zone	111,458	268,780	380,238	17,132
City and Retail Zone	279,892	1,275,504	1,555,396	129,745
All others	146,495	396,723	543,218	69,925
Total Net Paid*	**426,387**	**1,672,227**	**2,098,614**	**199,670**
Bulk Sales	1,058	2,637	3,695	17

Circulations of All U. S. Foreign Language A.B.C. Daily Newspapers

	9 Morning	6 Evening	15 Total M. & E.	12 Sunday
City Circulation	174,720	148,964	323,684	248,104
Retail Zone	32,188	16,369	48,557	52,276
City and Retail Zone	206,908	165,333	372,241	300,380
All others	73,714	64,970	138,684	154,845
Total Net Paid*	**288,004**	**230,303**	**518,307**	**471,769**
Bulk Sales	3	146	149	7

* The "Total Net Paid" for "All A.B.C. Newspapers" and for "All U. S. English Language A.B.C. Newspapers" include totals for certain newspapers having international distribution and not reporting circulations according to the regular breakdown. These newspapers are the Christian Science Monitor, Boston, and the Investment News, New York. "Total Net Paid" is not the arithmetical sum of the items which precede it.

Average Net Paid Circulation of All A.B.C. Daily Newspapers as of October 1, 1937

	291 Morning	730 Evening	1,021 Total M. & E.	353 Sunday
City Circulation	8,613,702	15,635,137	24,248,839	13,935,632
Retail Zone	3,753,216	5,257,552	9,010,768	6,688,601
City and Retail Zone	12,366,918	20,892,689	33,259,607	20,624,233
All others	3,407,703	2,738,452	6,146,155	9,838,959
Total Net Paid*	**15,774,621**	**23,631,141**	**39,405,762**	**30,463,192**
Bulk Sales	43,151	30,821	73,972	20,568

Circulations of All U. S. English Language A.B.C. Daily Newspapers

	264 Morning	661 Evening	925 Total M. & E.	338 Sunday
City Circulation	8,196,125	14,415,967	22,612,092	13,495,024
Retail Zone	3,651,147	4,968,987	8,620,134	6,616,084
City and Retail Zone	11,847,272	19,384,954	31,232,226	20,111,108
All others	3,149,307	2,275,024	5,424,331	9,614,023
Total Net Paid*	**15,126,716**	**21,787,116**	**36,913,832**	**29,725,231**
Bulk Sales	41,642	29,100	70,742	20,420

Circulations of All Canadian A.B.C. Daily Newspapers

	18 Morning	62 Evening	80 Total M. & E.	3 Sunday
City Circulation	221,299	1,061,429	1,282,728	110,552
Retail Zone	67,217	270,197	337,414	16,513
City and Retail Zone	288,516	1,331,626	1,620,142	127,065
All others	180,141	392,620	572,761	60,826
Total Net Paid*	**468,657**	**1,724,246**	**2,192,903**	**187,891**
Bulk Sales	1,471	1,700	3,171	42

Circulations of All U. S. Foreign Language A.B.C. Daily Newspapers

	9 Morning	7 Evening	16 Total M. & E.	12 Sunday
City Circulation	196,278	157,741	254,019	330,056
Retail Zone	34,852	18,368	53,220	56,004
City and Retail Zone	231,130	176,109	407,239	386,060
All others	78,255	70,808	149,063	164,110
Total Net Paid*	**316,876**	**246,917**	**563,793**	**568,307**
Bulk Sales	38	21	59	106

* The "Total Net Paid" for "All A.B.C. Newspapers" and for "All U. S. English Language A.B.C. Newspapers" and for "All U. S. Foreign Language A.B.C. Newspapers" include total for certain newspapers having international distribution and not reporting circulations according to the regular breakdown. These newspapers are the Christian Science Monitor, Boston, and the Investment News and Wall Street Journal, New York, the Svenska Amerikanaren Tribunen, Chicago, the La Prensa, San Antonio. "Total Net Paid" is not the arithmetical sum of the items which precede it.

TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

State	Number of Papers	Total City	Retail Zone	City and Retail Zones	All Others	Total Net Paid	Bulk Sale
Alabama—							
Morning	3	37,945	28,024	65,969	31,718	97,687	84
Evening	6	123,406	40,278	163,684	43,161	206,845	37
Total Daily	9	161,351	68,302	229,653	74,879	304,532	121
Sunday	4	97,674	65,598	163,272	56,813	220,085	52
Arizona—							
Morning	2	25,270	15,525	40,795	6,558	47,353	14
Evening	2	12,132	5,078	17,210	1,151	18,361	8
Total Daily	4	37,402	20,603	58,005	7,709	65,714	22
Sunday	2	28,410	17,132	45,542	7,398	52,940	1
Arkansas—							
Morning	2	24,314	29,094	53,408	18,882	72,290	28
Evening	3	29,286	22,983	52,269	7,744	60,013	....
Total Daily	5	53,600	52,077	105,677	26,626	132,303	28
Sunday	3	52,800	62,866	115,666	24,781	140,447	28
California—							
Morning	17	539,225	246,323	785,548	143,925	929,473	882
Evening	44	833,262	257,011	1,090,273	68,318	1,158,591	1,320
Total Daily	61	1,372,487	503,334	1,875,821	212,243	2,088,064	2,202
Sunday	19	942,329	487,042	1,429,371	464,136	1,893,507	1,220
Colorado—							
Morning	5	36,501	10,209	46,710	12,706	59,416	191
Evening	10	119,711	20,898	140,609	62,340	202,949	182
Total Daily	15	156,212	31,107	187,319	75,046	262,365	373
Sunday	6	153,187	31,726	184,913	177,598	362,511	109
Connecticut—							
Morning	5	61,303	28,639	89,942	13,274	103,216	125
Evening	15	212,460	45,242	257,702	9,865	267,567	242
Total Daily	20	273,763	73,881	347,644	23,139	370,783	367
Sunday	4	81,892	39,487	121,379	56,458	177,837	148
Delaware—							
Morning	1	8,801	4,395	13,196	3,335	16,531	8
Evening	1	23,327	12,614	35,941	5,989	41,930	13
Total Daily	2	32,128	17,009	49,137	9,324	58,461	21
Sunday	1	.....	.....	.....	.....	.....	....
District of Columbia—							
Morning	2	146,683	37,944	184,627	35,625	220,252	841
Evening	3	252,377	48,855	301,232	18,669	319,901	984
Total Daily	5	399,060	86,799	485,859	54,294	540,153	1,825
Sunday	3	288,324	83,444	371,768	98,339	470,107	701
Florida—							
Morning	8	142,641	65,097	207,738	35,005	242,743	388
Evening	11	115,071	29,687	144,758	11,411	156,169	58
Total Daily	19	257,712	94,784	352,496	46,416	398,912	446
Sunday	11	191,226	82,615	273,841	48,919	322,760	794
Georgia—							
Morning	5	85,961	75,093	161,054	28,911	189,965	291
Evening	9	148,971	72,728	221,699	43,324	265,023	410
Total Daily	14	234,932	147,821	382,753	72,235	454,988	701
Sunday	11	216,241	147,642	363,883	164,906	528,789	432
Idaho—							
Morning	3	7,302	17,961	25,263	3,059	28,322	51
Evening	6	14,648	21,194	35,842	1,968	37,810	120
Total Daily	9	21,950	39,155	61,105	5,027	66,132	171
Sunday	3	11,056	20,132	31,188	3,234	34,422	203

(*Continued on page* 130)

TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.—Continued

State	Number of Papers	Total City	Retail Zone	City and Retail Zones	All Other	Total Net Paid	Bulk Sale
Illinois—							
Morning	7	664,571	208,756	873,327	199,079	1,072,406	2,004
Evening	41	1,216,138	372,504	1,588,642	134,338	1,722,980	2,376
Total Daily	48	1,880,709	581,260	2,461,969	333,417	2,795,386	4,380
Sunday	17	1,249,513	484,791	1,734,304	905,843	2,640,147	1,343
Indiana—							
Morning	12	130,215	124,638	254,853	52,468	307,321	266
Evening	31	414,497	208,236	622,733	64,587	687,320	1,203
Total Daily	43	544,712	332,874	877,586	117,055	994,641	1,469
Sunday	14	258,433	176,187	434,620	58,830	493,450	359
Iowa—							
Morning	2	46,743	65,995	112,738	73,815	186,553	266
Evening	20	188,298	217,267	405,565	42,470	448,035	563
Total Daily	22	235,041	283,262	518,303	116,285	634,588	829
Sunday	7	125,044	203,454	328,498	196,654	525,152	669
Kansas—							
Morning	4	47,652	42,450	90,102	26,988	117,090	422
Evening	14	115,912	66,089	182,001	42,137	224,138	709
Total Daily	18	163,564	108,539	272,103	69,125	341,228	1,131
Sunday	7	104,690	90,280	194,970	75,729	270,699	699
Kentucky—							
Morning	4	52,991	35,164	88,155	54,040	142,195	51
Evening	7	119,537	44,100	163,637	20,977	184,614	56
Total Daily	11	172,528	79,264	251,792	75,017	326,809	107
Sunday	7	141,474	70,354	211,828	73,566	285,394	3,465
Louisiana—							
Morning	5	106,316	47,622	153,938	51,952	205,890	371
Evening	5	132,851	29,590	162,441	9,728	172,169	276
Total Daily	10	239,167	77,212	316,379	61,680	378,059	641
Sunday	5	169,840	66,994	236,834	83,610	320,444	228
Maine—							
Morning	4	30,971	41,282	72,253	27,139	99,392	90
Evening	2	25,356	8,922	34,278	4,714	38,992	2
Total Daily	6	56,327	50,204	106,531	31,853	138,384	92
Sunday	1	17,655	12,794	30,449	23,460	53,909	....
Maryland—							
Morning	3	121,344	14,432	135,776	23,803	159,579	933
Evening	5	322,825	34,330	357,155	25,596	382,751	239
Total Daily	8	444,169	48,762	492,931	49,399	542,330	1,172
Sunday	3	292,756	38,027	330,783	72,170	402,953	467
Massachusetts—							
Morning	9	546,966	164,100	711,066	309,980	1,079,784	3,441
Evening	31	733,164	202,078	935,242	77,324	1,071,304	2,061
Total Daily	40	1,280,130	366,178	1,646,308	387,304	2,151,088	5,502
Sunday	7	585,374	259,121	844,495	517,978	1,362,473	773
Michigan—							
Morning	3	213,621	53,921	267,542	80,538	348,080	2,125
Evening	27	767,543	273,795	1,041,338	95,347	1,136,685	3,121
Total Daily	30	981,164	327,716	1,308,880	175,885	1,484,765	5,246
Sunday	13	751,894	271,259	1,023,153	325,653	1,348,806	1,156
Minnesota—							
Morning	4	156,550	32,325	188,875	94,347	283,222	953
Evening	15	480,484	85,820	566,304	334,959	901,263	2,038
Total Daily	19	637,034	118,145	755,179	429,306	1,184,485	2,991
Sunday	6	405,985	60,574	466,559	396,390	862,949	804
Mississippi—							
Morning	3	13,280	18,662	31,942	9,313	41,255	50
Evening	6	30,496	26,622	57,118	14,800	71,918	8
Total Daily	9	43,776	45,284	89,060	24,113	113,173	58
Sunday	5	33,985	36,710	70,695	23,333	94,028	4
Missouri—							
Morning	5	309,717	130,438	440,155	165,465	605,620	1,267
Evening	13	565,290	154,060	719,350	166,948	886,398	950
Total Daily	18	875,007	284,498	1,159,505	332,413	1,492,018	2,217
Sunday	7	601,123	176,758	777,881	238,137	1,016,018	785
Montana—							
Morning	4	22,540	24,651	47,191	10,589	57,780	200
Evening	5	21,521	3,540	25,061	1,643	26,704	73
Total Daily	9	44,061	28,191	72,252	12,212	84,464	273
Sunday	4	35,468	28,026	63,494	14,596	78,090	182
Nebraska—							
Morning	8	21,679	37,993	59,672	74,796	134,468	1240
Evening	10	109,998	48,499	158,497	18,717	177,214	1415
Total Daily	18	131,677	86,492	218,169	93,513	311,682	1655
Sunday	4	95,462	51,253	146,715	87,140	233,855	1105
Nevada—							
Morning	1	2,679	2,193	4,872	2,631	7,503	....
Evening	1	5,977	3,517	9,494	2,877	12,371	33
Total Daily	2	8,656	5,710	14,366	5,508	19,874	33
Sunday	1	3,395	2,386	5,781	2,671	8,452	....
New Hampshire—							
Morning	1	1,170	4,654	5,824	13,336	19,170	48
Evening	2	21,404	2,521	23,925	1,332	25,257	67
Total Daily	3	22,574	7,185	29,759	14,668	44,427	115
Sunday	0	.....	.....	.....	.....	.....	....
New Jersey—							
Morning	6	105,491	41,875	147,366	5,535	152,901	479
Evening	18	455,428	133,479	588,907	14,371	603,278	502
Total Daily	24	560,919	175,354	736,273	19,906	756,179	981
Sunday	6	152,808	50,658	203,466	5,251	208,717	63
New Mexico—							
Morning	1	8,728	4,488	13,216	4,736	17,952	4
Evening	2	10,830	3,425	14,255	1,959	16,214	1
Total Daily	3	19,558	7,913	27,471	6,695	34,166	5
Sunday	1	19,425	4,729	14,154	4,796	18,950	....
New York—							
Morning	22	2,825,289	747,761	3,573,050	507,125	4,107,938	11,362
Evening	57	2,365,971	559,677	2,925,648	162,438	3,088,086	1,483
Total Daily	79	5,191,260	1,307,438	6,498,698	669,563	7,196,024	12,845
Sunday	18	3,442,578	1,616,864	5,059,542	3,279,998	8,339,540	4,814
North Carolina—							
Morning	7	74,415	117,838	192,254	67,976	260,230	195
Evening	14	96,885	57,523	154,408	6,910	161,318	166
Total Daily	21	171,301	175,361	346,662	74,886	421,548	361
Sunday	11	122,014	150,518	272,532	72,480	345,012	193
North Dakota—							
Morning	2	3,100	16,596	19,696	10,612	30,308	32
Evening	4	15,568	10,515	26,083	4,356	30,439	40
Total Daily	6	18,668	27,111	45,779	14,968	60,747	72
Sunday	2	15,269	21,702	36,971	13,219	50,190	132
Ohio—							
Morning	29	271,149	112,950	384,099	105,894	489,993	1,457
Evening	53	1,256,067	402,784	1,658,851	136,532	1,795,383	2,367
Total Daily	62	1,527,216	515,734	2,042,950	242,426	2,285,376	3,824
Sunday	19	775,603	289,898	1,065,501	262,321	1,327,822	910
Oklahoma—							
Morning	8	93,721	82,017	175,738	51,081	226,819	163
Evening	16	123,440	75,114	198,554	24,071	222,625	188
Total Daily	24	217,161	157,131	374,292	75,152	449,444	351
Sunday	17	159,165	142,674	311,839	79,648	391,487	996
Oregon—							
Morning	4	56,959	34,431	91,390	52,229	143,619	351
Evening	14	166,034	76,937	242,971	64,334	307,305	866
Total Daily	18	222,993	111,368	334,361	116,563	450,924	1,217
Sunday	8	166,034	89,577	255,611	151,342	406,953	475
Pennsylvania—							
Morning	20	568,287	329,716	898,003	209,944	1,107,947	1,627
Evening	43	1,161,810	506,851	1,668,661	147,788	1,816,449	1,676
Total Daily	63	1,730,097	836,567	2,566,664	357,732	2,924,396	3,303
Sunday	19	1,796,824	551,537	1,348,361	899,311	2,247,672	445
Rhode Island—							
Morning	1	26,120	13,373	39,493	3,547	37,040	6
Evening	5	119,213	41,297	160,510	5,227	165,737	62
Total Daily	6	139,333	54,670	194,003	8,774	202,777	68
Sunday	2	62,130	45,577	107,707	8,200	115,907	11
South Carolina—							
Morning	5	37,199	58,560	95,759	23,355	119,114	41
Evening	5	45,797	21,349	67,146	7,829	74,975	24
Total Daily	10	82,996	79,909	162,905	31,184	194,089	65
Sunday	5	45,148	59,092	104,240	23,973	128,213	42
South Dakota—							
Morning	1	393	6,116	6,509	1,612	8,121	64
Evening	6	25,060	41,498	66,558	14,511	81,069	15
Total Daily	7	25,453	47,614	73,067	16,123	89,190	79
Sunday	2	13,222	10,860	24,082	4,596	28,678	55
Tennessee—							
Morning	5	124,867	98,317	223,184	57,751	280,935	408
Evening	8	144,785	86,456	231,241	49,100	280,341	167
Total Daily	13	269,652	184,773	454,425	106,851	561,276	575
Sunday	8	201,465	162,458	363,923	101,688	465,611	1,084
Texas—							
Morning	15	220,987	147,239	368,226	141,120	509,356	557
Evening	22	443,317	139,995	583,312	105,510	688,822	768
Total Daily	37	664,304	287,234	951,538	246,640	1,198,178	1,325
Sunday	20	477,455	229,308	706,763	256,929	963,692	740
Utah—							
Morning	1	19,271	13,820	33,091	25,431	58,522	115
Evening	5	43,700	22,327	66,027	14,770	80,797	134
Total Daily	6	62,971	36,147	99,118	40,201	139,319	249
Sunday	3	48,564	27,331	75,895	36,617	112,512	132
Vermont—							
Morning	2	9,013	19,214	28,227	4,941	33,168	22
Evening	2	7,454	4,235	11,689	990	12,679	7
Total Daily	4	16,467	23,449	39,916	5,931	45,847	29
Sunday	0	.....	.....	.....	.....	.....	....
Virginia—							
Morning	10	95,025	64,052	159,077	57,266	216,343	547
Evening	11	134,956	32,911	167,867	35,248	203,115	173
Total Daily	21	229,981	96,963	326,944	92,514	419,458	720
Sunday	8	116,152	61,022	177,174	57,018	234,192	310
Washington—							
Morning	2	70,074	37,996	108,070	44,008	152,078	280
Evening	10	195,181	92,942	288,123	37,009	325,132	495
Total Daily	12	265,255	130,938	396,193	81,017	477,210	775
Sunday	4	185,588	97,340	282,928	165,364	448,292	310
West Virginia—							
Morning	9	51,132	65,554	116,686	22,171	138,857	248
Evening	10	74,278	43,688	117,966	7,885	125,851	33
Total Daily	19	125,410	109,242	234,652	30,056	264,708	281
Sunday	9	99,557	108,079	207,636	32,917	240,553	192
Wisconsin—							
Morning	2	56,403	28,560	84,963	53,110	138,073	332
Evening	20	306,627	149,292	455,919	59,975	515,894	191
Total Daily	22	363,030	177,852	540,882	113,085	653,967	523
Sunday	6	226,713	116,218	342,931	179,996	522,927	189
Wyoming—							
Morning	3	11,522	3,930	15,452	1,748	17,200	225
Evening	4	13,570	6,671	20,241	5,307	25,548	42
Total Daily	7	25,092	10,601	35,693	7,055	42,748	267
Sunday	4	13,819	6,711	20,530	5,359	25,889	4
Territory of Hawaii—							
Morning	1	12,163	6,950	19,113	122	19,235	....
Evening	1	24,223	7,602	31,825	150	31,975	15
Total Daily	2	36,386	14,552	50,938	272	51,210	15
Sunday	1	18,634	8,085	26,719	293	27,012	....

TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

Morning	265	8,340,260	3,658,943	11,999,203	3,054,581	15,140,235	34,145
Evening	675	14,386,136	4,874,626	19,260,762	2,238,704	21,558,304	26,973
Total Daily	940	22,726,396	8,533,569	31,259,965	5,293,285	36,698,589	61,118
Sunday	338	14,093,498	6,916,890	21,010,388	9,836,608	30,850,045	25,824

DOMINION OF CANADA

Province							
Alberta—							
Evening	6	52,694	38,674	91,368	5,384	96,752	57
Total Daily	6	52,694	38,674	91,368	5,384	96,752	57
British Columbia—							
Morning	3	26,753	9,461	36,214	2,866	39,080	161
Evening	4	104,093	22,088	126,181	38,372	164,553	470
Total Daily	7	130,846	31,549	162,395	41,238	203,633	631
Sunday	1	12,578	3,260	15,838	1,834	17,672	39
Manitoba—							
Morning	1	4,346	23	4,369	74	4,443	140
Evening	2	58,330	4,292	62,622	35,842	98,464	320
Total Daily	3	62,676	4,315	66,991	35,916	102,907	460
New Brunswick—							
Morning	1	2,926	6,129	9,055	11,042	20,097	6
Evening	1	13,123	1,448	14,571	607	15,178	6
Total Daily	2	16,049	7,577	23,626	11,649	35,275	12
Nova Scotia—							
Morning	2	6,420	35,635	42,055	3,471	45,526	108
Evening	4	28,883	25,816	54,699	2,599	57,298	29
Total Daily	6	35,303	61,451	96,754	6,070	102,824	137
Ontario—							
Morning	4	85,759	38,643	124,402	81,652	206,054	481
Evening	29	466,754	127,820	594,574	116,353	710,927	212
Total Daily	33	552,513	166,463	718,976	198,005	916,981	693
Prince Edward Island—							
Morning	1	1,779	3,953	5,732	279	6,011	261
Evening	1	2,074	1,789	3,863	144	4,007	266
Total Daily	2	3,853	5,742	9,595	423	10,018	527
Quebec—							
Morning	4	51,337	3,217	54,554	23,326	77,880	75
Evening	11	281,129	35,077	316,206	124,720	440,926	45
Total Daily	15	332,466	38,294	370,760	148,046	518,806	120
Sunday	2	105,520	15,655	122,175	77,195	199,370	....
Saskatchewan—							
Morning	0	.....	.....	.....	.....	.....	....
Evening	5	30,417	21,818	52,235	16,263	68,498	75
Total Daily	5	30,417	21,818	52,235	16,263	68,498	75

MEXICO

Mexico City—							
Morning	1	61,197	11,876	73,073	19,498	92,571	15
Evening	1	33,480	2,444	35,924	1,238	37,162	....
Total Daily	2	94,677	14,320	108,997	20,736	129,733	15
Sunday	1	79,740	14,535	94,275	21,307	115,582	4

WEEKLY NEWSPAPERS IN U. S. IN A. B. C.

Connecticut	1	3,114	.....	3,114	337	3,451	40
Dist. of Columbia	1	20,070	11	20,081	.....	20,081	....
Illinois	3	15,230	154	15,384	879	16,263	9
Maryland	1	.....	.....	.....	.....	53,098	....
Michigan	1	392	2,024	2,416	299	2,715	....
Minnesota	1	1,181	3,995	5,176	804	5,980	....
Missouri	2	11,829	883	12,712	7,433	114,154	145
New Jersey	4	7,258	4,845	12,103	3,456	15,569	99
New York	5	125,922	4,611	130,533	34,118	164,651	422
Oregon	3	1,776	3,061	4,837	719	5,556	20
Pennsylvania	3	17,961	3,486	21,447	4,896	26,343	....
Texas	1	7,671	855	8,526	5,042	13,568	....
Virginia	1	7,762	2,212	9,974	20,118	30,092	....

DOMINION OF CANADA WEEKLY NEWSPAPERS

Province							
Ontario	4	3,288	4,058	7,346	1,770	406,206	669
Quebec	1	.....	.....	.....	.....	93,730	228

TOTAL ENGLISH LANGUAGE PAPERS IN A. B. C.

TOTAL ALL CANADIAN DAILIES

State	Number of Papers	Total City	Retail Zone	City and Retail Zones	All Other	Total Net Paid	Bulk Sale
Morning	16	179,320	97,061	276,381	122,710	399,091	1,232
Evening	63	1,037,497	278,822	1,316,319	340,284	1,656,603	1,480
Total Daily	79	1,216,817	375,883	1,592,700	462,994	2,055,694	2,712
Sunday	3	119,098	18,915	138,013	79,029	217,042	39

U. S. FOREIGN LANGUAGE DAILY NEWSPAPERS

Illinois—							
Morning	1	13,337	267	13,604	13,076	26,680	....
Evening	2	34,714	3,920	38,634	6,879	45,513	10
Total Daily	3	48,051	4,187	52,238	19,955	72,193	10
Sunday	2	25,926	2,288	28,214	19,609	47,823	7
New Hampshire—							
Evening	1	1,740	172	1,912	251	2,163	10
Total Daily	1	1,740	172	1,912	251	2,163	10
New York—							
Morning	6	157,879	33,706	191,585	60,039	251,624	....
Evening	3	110,594	12,130	122,724	58,366	181,090	....
Total Daily	9	268,473	45,836	314,309	118,405	432,714	....
Sunday	8	274,799	50,284	325,083	135,849	460,932	....

TOTAL OF U. S. FOREIGN LANGUAGE DAILIES IN A. B. C.

Morning	9	171,216	33,973	205,189	73,115	278,304	....
Evening	6	147,048	16,222	163,270	65,496	228,766	20
Total Daily	15	318,264	50,195	368,459	138,611	507,070	20
Sunday	12	300,725	52,572	353,297	155,458	508,755	7

CITY, RETAIL, ALL OTHER TOTAL, NET PAID AND BULK—A. B. C. NEWSPAPERS

ALABAMA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Birmingham	Age-Herald	(m)	13,520	4,755	18,275	19,758	38,033	81
	News	(e)	52,874	14,341	67,215	24,317	91,532	17
	Total Daily	(me)	66,394	19,096	85,490	44,075	129,565	98
	Sunday edition	(S)	57,214	20,529	77,743	41,315	119,058	52
	Post	(e)	40,674	15,650	56,324	12,574	68,898	20
Dothan	*Eagle**	(x)	2,501	6,140	8,641	228	8,869	..
	Sunday edition*	(S)	2,479	6,215	8,694	235	8,929	..
Huntsville	*Times*	(e)	4,276	3,913	8,189	197	8,386	..
		(S)	4,439	3,941	8,380	196	8,576	..
Mobile	*Press*	(e)	17,270	5,690	22,960	2,539	25,499	..
	Register	(m)	9,553	7,635	17,188	3,213	20,401	..
	Total Daily	(me)	26,823	13,325	40,148	5,752	45,900	..
	Sunday edition	(S)	21,930	14,545	36,475	6,824	43,299	..
	Times	(e)	(Statement in correspondence)					
Montgomery	Advertiser	(m)	14,872	15,634	30,506	8,747	39,253	3
	Sunday edition	(S)	16,051	14,309	30,360	8,439	38,799	..
	Journal & The Times	(e)	10,087	4,457	14,544	3,503	18,047	..

ARIZONA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Phoenix	Republic	(m)	17,436	12,661	30,097	5,345	35,442	14
	Gazette	(e)	12,132	5,078	17,210	1,151	18,361	8
	Total Daily	(me)	29,568	17,739	47,307	6,496	53,803	22
	Sunday edition	(S)	19,947	14,457	34,404	6,119	40,523	1
Tucson	Star	(m)	7,834	2,664	10,498	1,213	11,711	..
	Sunday edition	(S)	8,463	2,675	11,138	1,279	12,417	..
	Citizen	(e)	(Release delayed because of non-compliance with bylaws and rules.)					

ARKANSAS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Fort Smith	Southwest American	(m)	3,897	9,927	13,824	1,055	14,879	..
	Times-Record	(e)	6,075	2,876	8,951	80	9,031	..
	Total Daily	(me)	9,972	12,803	22,775	1,135	23,910	..
	Southwest-Times Record	(S)	10,025	12,829	22,854	1,157	24,011	..
Little Rock	*Arkansas Democrat*	(e)	19,109	16,452	35,561	7,244	42,805	..
	Sunday edition	(S)	19,358	22,274	41,632	9,857	51,489	6
	Arkansas Gazette	(m)	20,147	19,167	39,314	17,827	57,141	28
	Sunday edition	(S)	23,417	27,763	51,180	24,781	75,961	22
Pine Bluff	*Commercial*	(e)	4,102	3,655	7,757	420	8,177	..

CALIFORNIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Alhambra	*Post-Advocate*	(e)	5,167	1,317	6,484	81	6,565	10
Anaheim	*Bulletin*	(e)	1,776	1,040	2,816	81	2,897	..
Bakersfield	*Californian*	(e)	8,209	7,052	15,261	406	15,667	..
Berkeley	*Gazette*	(f)	9,989	....	....	408	10,297	..
Chico	*Enterprise*	(e)	1,755	721	2,476	117	2,593	..
	Record	(n)	1,253	791	2,044	201	2,245	..
	Sunday edition	(S)	1,273	791	2,064	202	2,266	..
Culver City	*Star-News*	(e)	1,162	626	1,788	47	1,835	..
Eureka	*Humboldt Standard*	(e)	3,622	2,644	6,266	735	7,001	6
	Humboldt Times	(n)	2,581	2,157	4,738	1,267	6,005	5
	Sunday edition	(S)	3,321	2,434	5,755	1,323	7,078	5
Fresno	*Bee*	(e)	17,289	24,321	41,610	6,097	47,707	49
	Sunday edition	(S)	16,981	24,240	41,221	6,361	47,582	42
Glendale	*News-Press*	(e)	12,870	144	13,014	123	13,137	5
Hollywood	*Citizen-News*	(e)	14,148	11,422	25,570	1,149	26,719	56
Long Beach	Sun	(m)	10,710	653	11,363	72	11,435	..
	Press-Telegram	(e)	32,890	8,448	41,338	2,249	43,587	159
	Total Daily	(me)	43,600	9,101	52,701	2,321	55,022	159
	Sunday edition	(S)	41,479	9,350	50,829	2,453	53,282	384
Los Angeles	Examiner	(m)	129,848	47,056	176,904	32,313	209,217	18
	Sunday edition	(S)	284,024	116,724	400,748	137,128	537,876	..
	Herald & Express	(e)	185,421	46,350	231,771	10,367	242,138	..
	News	(m)	70,831	23,259	94,090	3,516	97,606	10
	Evening News	(e)	83,119	15,739	98,858	1,793	100,651	6
	Times	(m)	119,919	60,854	180,773	33,567	214,340	166
	Sunday edition	(S)	200,465	97,673	298,138	60,598	359,096	..
Marysville	*Appeal-Democrat*	(e)	2,653	3,010	5,663	358	6,021	..
Modesto	*Bee*	(e)	4,850	6,658	11,508	687	12,195	..
Monrovia	*News-Post*	(e)	2,843	....	....	80	2,923	..
Napa	*Napa Daily Register*	(e)	2,225	1,253	3,478	99	3,577	..
Oakland	*Post-Enquirer*	(e)	38,736	5,923	44,659	1,730	46,389	110
	Tribune	(e)	59,282	13,224	72,506	5,006	77,512	25
	Sunday edition	(S)	64,095	13,826	77,921	6,796	84,717	21

(*Continued on page* 132)

EXPLANATION OF KEY LETTERS

Following is the explanation of the key letters used to designate time of publication of newspapers in the tables which follow:

(a) Evening, except Tuesday.
(e) Evening, except Sunday.
(f) Friday only.
(k) Saturday morning only.
(j) Thursday only.
(l) Morning, except Saturday.
(m) Morning, except Sunday.
(n) Morning, except Monday.
(S) Sunday only.
(x) Evening, except Saturday and Sunday.
(y) Saturday evening, only.
(v) Evening, except Wednesday.
(w) Wednesday only.
(W) Saturday only.

Roman type indicates morning newspapers. Italic type indicates evening newspapers.
* Asterisk after paper's name denotes statement for three months ending September 30, 1939.

Los Angeles is an Island!

Strange as it sounds, Los Angeles IS—economically—an island, surrounded not by water, but by a gigantic belt of desert and mountains, where the scenery is superb, but customers are few and far between. To comprehend the selling-significance of this phenomenon, which demands a different advertising ratio than any other section in America, you must digest these figures:

LOS ANGELES COUNTY Accounts for
72.3% Of Southern California's Population
74.0% Of Southern California's Retail Sales

LOS ANGELES A. B. C. CITY Accounts for
70.3% Of Los Angeles County's Population
75.9% Of Los Angeles County's Retail Sales

CONCENTRATED POPULATION..

CAN BE MOST PROFITABLY SOLD BY CONCENTRATED CIRCULATION!

In this tremendously rich 10-Mile Zone, the supremacy of The Evening HERALD and EXPRESS is unchallenged...for this amazing newspaper, according to the 4-A survey, is FIRST in EVERY INCOME-GROUP, making it the logical "first" on any Southern California schedule!

LOS ANGELES EVENING

HERALD AND EXPRESS

REPRESENTED NATIONALLY BY PAUL BLOCK AND ASSOCIATES

CITY, RETAIL, ALL OTHERS, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 131)

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Oroville	*Mercury Register*	(e)	1,222	674	1,896	238	2,134	3
Oxnard	*Press*	(e)	532	568	1,100	65	1,165	..
Pasadena	Post	(m)	17,593	2,523	20,116	578	20,694	..
	Star-News	(e)	17,813	2,523	20,336	612	20,948	23
	Post	(S)	17,830	2,535	20,365	583	20,948	..
Pomona	*Progress-Bulletin*	(e)	4,908	1,990	6,898	142	7,040	..
Redding	*Record*	(e)	1,804	1,047	2,851	101	2,952	..
Redondo Beach	*South Bay Breeze*	(e)	3,690	346	4,036	69	4,105	3
Richmond	*Independent*	(e)	4,887	1,060	5,947	132	6,079	..
Riverside	Enterprise	(m)	1,262	3,227	4,489	314	4,803	..
	Press	(e)	6,697	635	7,332	325	7,657	1
	Total Daily	(me)	7,959	3,862	11,821	639	12,460	1
	Enterprise	(S)	1,296	3,233	4,529	314	4,843	..
Sacramento	*Bee*	(e)	31,646	16,962	48,608	17,368	65,976	148
	Union	(m)	9,139	2,434	11,573	769	12,342	103
	Sunday edition	(S)	20,200	5,185	25,385	3,072	28,457	154
San Bernardino	Sun	(m)	8,606	4,235	12,841	766	13,607	..
	Telegram	(e)	3,202	19	3,221	26	3,247	..
	Total Daily	(me)	11,808	4,254	16,062	792	16,854	..
	Sun	(S)	9,113	4,366	13,479	830	14,309	..
San Diego	*Sun*	(e)	16,067	3,683	19,750	114	19,864	48
	Sunday edition	(S)	16,143	3,708	19,851	128	19,979	18
	Union	(m)	22,880	3,719	26,599	1,123	27,722	77
	Tribune	(e)	28,701	4,197	32,898	171	33,069	103
	Total Daily	(me)	51,581	7,916	59,497	1,294	60,791	180
	Union	(S)	32,408	5,235	37,643	1,312	38,955	106
San Francisco	*Call-Bulletin*	(e)	72,779	23,271	96,050	9,437	105,487	236
	Chronicle	(m)	44,570	39,459	84,029	26,735	110,764	417
	Sunday edition	(S)	61,844	57,695	119,539	72,959	192,498	232
	Examiner	(m)	77,033	47,093	124,126	38,879	163,005	59
	Sunday edition	(S)	140,972	130,175	271,147	164,635	435,782	42
	News	(e)	80,106	17,383	97,489	3,443	100,932	53
San Jose	Mercury-Herald*	(m)	12,099	6,867	18,966	887	19,853	1
	Sunday edition	(S)	12,838	6,572	19,410	1,087	20,497	..
	*News**	(e)	11,103	4,803	15,906	197	16,103	..
San Luis Obispo	*Telegram-Tribune*	(e)	2,433	1,417	3,850	186	4,036	2
San Pedro	*News-Pilot*	(e)	7,750	1,874	9,624	224	9,848	3
Santa Ana	*Register*	(e)	7,632	7,142	14,774	136	14,910	2
Santa Barbara	Press	(m)	2,866	843	3,709	1,957	5,666	..
	News	(e)	7,368	1,384	8,752	1,276	10,028	1
	Total Daily	(me)	10,234	2,227	12,461	3,233	15,694	1
	Sunday edition	(S)	9,958	2,143	12,101	3,017	15,118	..
Santa Cruz	Sentinel*	(n)	2,523	1,153	3,676	174	3,850	25
	Sunday edition*	(S)	2,548	1,157	3,705	172	3,877	25
	*News**	(e)	2,189	1,101	3,290	86	3,376	21
Santa Monica	*Outlook*	(e)	9,194	1,717	10,911	124	11,035	..
Stockton	*Record*	(e)	12,712	9,305	22,017	1,726	23,743	19
Vallejo	Times-Herald*	(n)	5,512	....	....	807	6,319	1
	*Chronicle**	(e)	5,506	....	....	67	5,573	..
	Total Daily*	(me)	11,018	....	....	874	11,892	1
	Sunday edition*	(S)	5,541	....	....	806	6,347	..
Ventura	*County Star-Free Press*	(e)	4,125	2,889	7,014	179	7,193	..
Woodland	*Democrat*	(e)	1,290	1,129	2,419	261	2,680	3

(Continued on page 133)

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First in City Circulation by 18,949 or 43%
First in Suburban Circulation by 5,479 or 130%
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349,861 *MORE* Classified Advertising
1,745,105 *MORE* Total Advertising
Than the Next Daily Newspaper
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BRIDGEPORT POST-TELEGRAM

DAILY SUNDAY

Paul Block & Associates
National Advertising Representatives

CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 132)

COLORADO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Alamosa	*Courier*	(e)	917	1,249	2,166	141	2,307	82
Boulder	*Camera*	(e)	3,191	408	3,599	313	3,912	17
Colorado Springs	Gazette	(m)	3,863	925	4,788	334	5,122	62
	Telegraph	(e)	6,889	191	7,080	162	7,242	3
	Total Daily	(me)	10,752	1,116	11,868	496	12,364	65
	Gazette-Telegraph	(S)	11,228	1,054	12,282	697	12,979	11
Denver	*Post*	(e)	86,935	8,580	95,515	59,444	154,959	68
	Sunday edition	(S)	94,686	13,561	108,247	158,484	266,731	12
	Rocky Mt. News	(m)	27,586	2,117	29,703	10,132	39,835	52
	Sunday edition	(S)	26,601	2,868	29,469	13,327	42,796	20
Fort Collins	*Express-Courier*	(x)	3,064	1,941	5,005	466	5,471	..
	Sunday edition	(S)	3,058	1,939	4,997	467	5,464	..
Grand Junction	*Sentinel**	(e)	2,971	4,846	7,817	495	8,312	4
	Sunday edition*	(S)	2,998	4,854	7,852	502	8,354	..
Greeley	Tribune	(m)	2	2,441	2,443	3	2,446	..
	Republican	(e)	3,311	1,161	4,472	428	4,900	..
	Total Daily	(me)	3,313	3,602	6,915	431	7,346	..
Lamar	*News*	(e)	(Release delayed because of non-compliance with bylaws and rules.)					
	Sparks	(n)	626	1,830	2,456	263	2,719	40
	Sunday edition	(S)	626	1,827	2,453	262	2,715	22
Pueblo	Chieftain	(m)	4,424	2,896	7,320	1,974	9,294	37
	Star-Journal	(e)	10,459	1,435	11,894	666	12,560	8
	Total Daily	(me)	14,883	4,331	19,214	2,640	21,854	45
	Sunday edition	(S)	13,990	5,623	19,613	3,859	23,472	44
Trinidad	*Chronicle-News*	(e)	1,974	1,087	3,061	225	3,286	..

CONNECTICUT

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Ansonia	*Sentinel*	(e)	7,996	....	....	139	8,135	..
Bridgeport	Herald	(S)	14,383	5,001	19,384	40,809	60,193	..
	Telegram	(m)	11,079	1,839	12,918	475	13,393	2
	Post	(e)	32,700	7,837	40,537	1,323	41,860	61
	Total Daily	(me)	43,779	9,676	53,455	1,798	55,253	63
	Post	(S)	23,490	3,818	27,308	422	27,730	78
	Times-Star	(e)	24,830	4,197	29,027	1,034	30,061	74
Danbury	*News-Times*	(e)	6,833	3,314	10,147	214	10,361	..
Greenwich	*Time**	(e)	2,937	....	....	180	3,117	31
Hartford	Courant*	(m)	18,915	14,851	33,766	7,774	41,540	87
	Sunday edition*	(S)	30,942	24,878	55,820	12,672	68,492	68
	*Times**	(e)	51,945	10,206	62,151	4,098	66,249	3
Manchester	*Herald*	(e)	5,125	484	5,609	180	5,789	6
Meriden	*Journal*	(e)	5,783	740	6,523	97	6,620	21
	Record	(m)	6,195	2,776	8,971	426	9,397	27
Middletown	*Press*	(e)	7,216	3,442	10,658	334	10,992	4
New Britain	*Herald**	(e)	14,280	3,317	17,597	324	17,921	1
New Haven	Journal-Courier*	(m)	18,043	4,819	22,862	607	23,469	..
New London	*Day**	(e)	11,040	3,269	14,309	573	14,882	..
Norwalk	*Hour*	(e)	6,899	1,102	8,001	134	8,135	4
Stamford	*Advocate*	(e)	10,997	1,657	12,654	380	13,034	2
Waterbury	*Democrat*	(e)	8,495	1,843	10,338	320	10,658	12
	Republican	(m)	7,071	4,354	11,425	3,992	15,417	9
	American	(e)	15,384	3,834	19,218	535	19,753	23
	Total Daily	(me)	22,455	8,188	30,643	4,527	35,170	32
	Sunday edition	(S)	13,077	5,790	18,867	2,555	21,422	2

DELAWARE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Wilmington	News	(m)	8,801	4,395	13,196	3,335	16,531	8
	Journal-Every Evening	(e)	23,327	12,614	35,941	5,989	41,930	13
	Total Daily	(me)	32,128	17,009	49,137	9,324	58,461	21
	Star	(S)	(Release delayed because of non-compliance with bylaws and rules.)					

DISTRICT OF COLUMBIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Washington	Times-Herald	(d)	133,533	26,319	159,852	27,238	187,090	613
	Sunday edition	(S)	92,403	23,818	116,221	75,476	191,697	120
	News	(e)	73,620	7,671	81,291	302	81,593	108
	Post	(m)	79,917	24,785	104,702	22,006	126,708	535
	Sunday edition	(S)	77,890	27,097	104,987	16,849	121,836	284
	Star	(e)	111,990	28,024	140,014	4,748	144,762	569
	Sunday edition	(S)	118,031	32,529	150,560	6,014	156,574	297

FLORIDA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Daytona Beach	Journal	(n)	4,297	1,777	6,074	232	6,306	5
	News	(e)	5,035	1,858	6,893	359	7,252	4
	Total Daily	(me)	9,332	3,635	12,967	591	13,558	9
	News-Journal	(S)	5,209	2,043	7,252	419	7,671	5
	Sun-Record	(e)	3,175	281	3,456	119	3,575	6
	Sunday edition	(S)	3,125	282	3,407	119	3,526	6
Jacksonville	*Journal*	(e)	29,920	6,050	35,970	2,248	38,218	15
	Times-Union	(m)	38,023	23,706	61,729	13,139	74,868	146
	Sunday edition	(S)	40,697	26,258	66,955	15,650	82,605	158
Lakeland	*Ledger & Star-Telegram*	(x)	3,904	2,726	6,630	192	6,822	..
	Sunday edition	(S)	4,059	2,850	6,909	211	7,120	..
Miami	Herald	(m)	47,442	5,956	53,398	9,444	62,842	196
	Sunday edition	(S)	47,855	6,581	54,436	12,106	66,542	122
	News	(e)	29,643	3,986	33,629	4,829	38,458	31
	Sunday edition	(S)	25,746	4,202	29,948	5,907	35,855	31
Orlando	Sentinel	(m)	6,532	4,177	10,709	679	11,388	..
	Reporter-Star	(e)	5,880	1,539	7,419	220	7,639	..
	Total Daily	(me)	12,412	5,716	18,128	899	19,027	..
	Sentinel-Star	(S)	9,768	5,541	15,309	990	16,299	56
Panama City	*News-Herald*	(e)	2,527	604	3,131	98	3,229	..
Pensacola	Journal	(m)	5,780	3,479	9,259	2,802	12,061	..
	News	(e)	6,286	2,588	8,874	894	9,768	..
	Total Daily	(me)	12,066	6,067	18,133	3,696	21,829	..
	Sunday edition	(S)	7,360	4,280	11,640	2,997	14,637	..
St. Petersburg	*Independent*	(e)	9,437	1,333	10,770	802	11,572	2
	Times	(m)	13,536	1,446	14,982	807	15,789	41
	Sunday edition	(S)	15,624	1,710	17,334	1,432	18,766	416
Tampa	*Times*	(e)	15,744	7,398	23,142	1,598	24,740	..
	Tribune	(m)	21,723	22,290	44,013	7,614	51,627	..
	Sunday edition	(S)	24,619	25,556	50,175	8,715	58,890	..
West Palm Beach	Post	(m)	5,308	2,266	7,574	288	7,862	..
	Times	(e)	3,520	1,324	4,844	52	4,896	..
	Total Daily	(me)	8,828	3,590	12,418	340	12,758	..
	Post-Times	(S)	7,164	3,312	10,476	373	10,849	..

GEORGIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Albany	*Herald**	(x)	3,480	3,539	7,019	150	7,169	..
	Saturday edition	(Sat)	3,477	2,230	5,707	148	5,855	..
	Sunday edition*	(S)	3,499	3,654	7,153	149	7,302	..
Athens	*Banner-Herald**	(x)	2,820	1,878	4,698	115	4,813	..
	Sunday edition*	(S)	2,832	1,866	4,698	114	4,812	..
Atlanta	Constitution	(m)	51,950	33,402	85,352	15,737	101,089	220
	Sunday edition	(S)	51,227	34,540	85,767	21,604	107,371	188
	Georgian-American	(e)	45,340	22,468	67,808	12,126	79,934	194
	Sunday edition	(S)	42,547	26,794	69,341	80,331	149,672	77
	Journal	(e)	50,243	29,354	79,597	27,132	106,729	188
	Sunday edition	(S)	50,484	30,093	80,577	46,245	126,822	123

(*Continued on page* 134)

IMPORTANT

•

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CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 133*)

GEORGIA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Augusta	Chronicle	(m)	9,832	11,957	21,789	3,517	25,306	..
	Sunday edition	(S)	10,147	12,128	22,275	3,522	25,797	..
	Herald	(e)	11,613	8,568	20,181	2,544	22,725	..
	Sunday edition	(S)	11,460	8,583	20,043	2,568	22,611	..
Columbus	Enquirer*	(m)	2,795	4,868	7,663	632	8,295	42
	*Ledger**	(x)	9,802	708	10,510	132	10,642	10
	Total Daily*	(me)	12,597	5,576	18,173	764	18,937	52
	Ledger-Enquirer*	(S)	12,538	5,541	18,079	778	18,857	18
Macon	Telegraph	(m)	8,397	11,124	19,521	7,081	26,602	..
	News	(e)	6,363	2,332	8,695	719	9,414	..
	Total Daily	(me)	14,760	13,456	28,216	7,800	36,016	..
	Telegraph-News	(S)	12,869	11,982	24,851	7,649	32,500	..
Rome	*News-Tribune*	(x)	4,555	1,744	6,299	188	6,487	..
	Sunday edition	(S)	4,660	1,777	6,437	188	6,625	..
Savannah	News*	(m)	12,987	13,742	26,729	1,944	28,673	29
	Sunday edition*	(S)	13,978	10,684	24,662	1,758	26,420	26
	*Press**	(e)	14,755	2,137	16,892	218	17,110	18

TERRITORY OF HAWAII

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Honolulu	Advertiser	(m)	12,163	6,950	19,113	7122	19,235	..
	Sunday edition	(S)	18,634	8,085	26,719	293	27,012	..
	Star-Bulletin	(x)	24,223	7,602	31,825	150	31,975	15
	Saturday edition	(y)	26,875	8,709	35,584	886	36,470	15

IDAHO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Boise	*Capital News*	(e)	5,692	11,166	16,858	1,144	18,002	4
	Idaho Statesman	(m)	5,701	9,527	15,228	2,729	17,957	4
	Sunday edition	(S)	6,361	9,553	15,914	2,770	18,684	105
Coeur D'Alene	*Press**	(e)	2,297	710	3,007	81	3,088	..
Idaho Falls	Post-Register*	(n)	....	2,785	2,785	77	2,862	..
	*Post-Register**	(x)	2,882	1,921	4,803	134	4,937	69
	Total Daily*	(me)	2,882	4,706	7,588	211	7,799	69
	Sunday edition*	(S)	2,884	4,709	7,593	209	7,802	93
Moscow	*News-Review**	(e)	807	1,167	1,974	126	2,100	..
	*Star-Mirror**	(e)	890	866	1,756	148	1,904	..
Twin Falls	News*	(m)	1,601	5,649	7,250	253	7,503	5
	*Times**	(e)	2,080	5,364	7,444	335	7,779	8
	Total Daily*	(me)	3,681	11,013	14,694	588	15,282	13
	Sunday edition*	(S)	1,811	5,870	7,681	255	7,936	5

ILLINOIS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Alton	*Telegraph*	(e)	12,176	2,331	14,507	1,290	15,797	..
Aurora	*Beacon-News*	(e)	12,903	6,603	19,506	417	19,923	5
Belleville	*Advocate*	(e)	4,082	2,606	6,688	314	7,002	74
	News-Democrat	(e)	5,147	2,424	7,571	464	8,035	85
Bloomington	*Pantagraph*	(x)	10,036	13,435	23,471	1,938	25,409	4
	Saturday edition	(k)	9,813	13,436	23,249	1,936	25,185	..
	Sunday edition	(S)	9,879	8,686	18,565	1,268	19,833	..
Cairo	*Citizen & Bulletin*	(e)	2,706	2,663	5,369	257	5,626	5
Canton	*Ledger*	(e)	3,056	4,571	7,627	252	7,879	2
Centralia	*Sentinel*	(e)	4,643	3,320	7,963	597	8,560	5
Champaign-Urbana	*News-Gazette**	(e)	8,675	8,870	17,545	519	18,064	..
	Sunday edition*	(S)	8,479	8,919	17,398	517	17,915	..

ILLINOIS—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Chicago	*Herald-American*	(e)	302,373	53,512	355,885	39,062	394,947	561
	Sunday edition	(S)	278,051	115,757	393,808	463,785	857,593	503
	News	(e)	307,289	67,818	375,107	57,625	432,732	597
	Times	(x)	313,854	41,954	355,808	9,902	365,710	474
	Sunday edition	(S)	241,999	51,209	293,208	58,546	351,754	102
	Tribune	(m)	612,387	150,417	762,804	186,553	949,357	1,800
	Sunday edition	(S)	555,713	167,868	723,581	342,555	1,066,136	659
Clinton	Journal & Public	(m)	881	398	1,279	88	1,367	.
	Sunday edition	(S)	885	403	1,288	88	1,376	.
Danville	*Commercial-News**	(x)	10,373	15,824	26,197	1,371	27,568	.
	Saturday edition*	(y)	10,382	8,075	18,457	623	19,080	.
	Sunday edition*	(S)	10,375	16,088	26,463	1,391	27,854	.
Decatur	Herald	(m)	7,524	9,561	17,085	3,846	20,932	.
	Review	(e)	14,521	9,194	23,715	1,281	24,996	.
	Total Daily	(me)	22,045	18,755	40,800	5,127	45,927	.
	Herald-Review	(S)	16,672	18,552	35,224	5,412	40,636	..
Dixon	*Telegraph*	(e)	2,614	3,576	6,190	141	6,331	1
East St. Louis	*Journal*	(x)	11,876	1,440	13,316	190	13,506	..
	Sunday edition	(S)	13,173	531	13,704	169	13,873	..
Elgin	*Courier-News*	(e)	10,050	5,549	15,509	511	16,020	..
Freeport	*Journal-Standard*	(e)	6,269	5,877	12,146	322	12,468	1
Galesburg	*Register-Mail*	(e)	7,247	10,280	17,527	1,127	18,654	..
Jacksonville	*Journal*	(n)	1,758	3,442	5,200	339	5,539	2
	Courier	(e)	1,731	692	2,423	80	2,503	..
	Total Daily	(me)	3,489	4,134	7,623	419	8,042	2
	Sunday edition	(S)	2,033	3,443	5,476	338	5,814	4
Joliet	*Herald-News*	(e)	16,522	4,334	20,856	409	21,265	1
	Sunday edition	(S)	16,517	4,391	20,908	410	21,318	40
Kewanee	*Star-Courier*	(e)	4,269	4,851	9,120	278	9,398	..
LaSalle	*Post-Tribune*	(e)	4,011	4,685	8,696	367	9,063	1
Lincoln	*Courier*	(e)	2,863	2,370	5,233	212	5,445	..
Macomb	*Journal*	(e)	2,107	3,244	5,351	330	5,681	45
Mattoon	*Journal-Gazette & Commercial Star*	(e)	3,931	2,139	6,070	372	6,442	73
Moline	*Dispatch*	(e)	11,907	4,316	16,223	434	16,657	..
Monmouth	*Review Atlas*	(e)	2,206	2,194	4,400	355	4,755	2
Mt. Vernon	*Register-News*	(e)	4,006	3,138	7,144	323	7,467	..
Ottawa	*Republican-Times*	(e)	4,326	4,361	8,687	316	9,003	..
Peoria	Journal-Transcript	(d)	27,371	16,063	43,434	6,900	50,334	162
	Sunday edition	(S)	24,150	14,734	38,884	12,232	51,116	7
	Star	(e)	20,861	9,110	29,971	3,900	33,871	13
	Sunday edition	(S)	20,301	10,680	30,981	11,336	42,317	6
Pontiac	*Leader*	(e)	1,694	1,482	3,176	288	3,464	..
Quincy	*Herald-Whig*	(x)	7,994	14,178	22,172	1,171	23,343	..
	Saturday edition	(Sat)	7,854	4,997	12,851	363	13,214	..
	Sunday edition	(S)	8,337	14,297	22,634	1,194	23,828	..
Rockford	Star	(n)	11,125	14,484	25,609	3,530	29,139	118
	Register-Republic	(e)	17,470	5,258	22,728	680	23,408	29
	Total Daily	(me)	28,595	19,742	48,337	4,210	52,547	147
	Sunday edition	(S)	12,703	14,744	27,447	3,573	31,020	13
Rock Island	*Argus*	(e)	10,348	5,554	15,902	735	16,637	..
Springfield	Illinois State Journal	(m)	17,210	22,422	39,632	1,273	40,905	3
	Sunday edition	(S)	15,620	18,932	34,552	1,114	35,666	..
	Illinois State Register	(e)	16,836	17,205	34,041	1,976	36,017	4
	Sunday edition	(S)	14,626	15,557	30,183	1,915	32,098	9
Sterling	*Gazette*	(e)	4,242	3,486	7,728	286	8,014	..
Streator	*Times-Press**	(e)	3,589	3,838	7,427	460	7,887	13
Taylorville	*Breeze-Courier*	(e)	2,373	2,168	4,541	181	4,722	..
Waukegan	*News-Sun*	(e)	9,177	4,113	13,290	155	13,445	..

INDIANA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Anderson	*Bulletin*	(e)	11,214	5,161	16,375	978	17,353	7
	Herald	(n)	4,425	6,840	11,265	2,390	13,655	..
	Sunday edition	(S)	4,713	6,944	11,657	2,422	14,079	..

(*Continued on page 135*)

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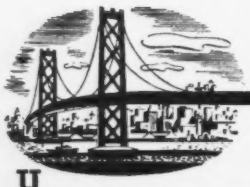

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CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 134*)

INDIANA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Bloomington	*Telephone*	(e)	3,779	1,744	5,523	322	5,845	..
	World	(e)	1,858	1,186	3,044	89	3,133	..
Columbus	*Republican*	(e)	3,617	1,732	5,349	289	5,638	..
Crawfordsville	*Journal & Review**	(e)	3,006	4,828	7,834	730	8,564	..
Elkhart	*Truth*	(e)	9,377	5,474	14,851	479	15,330	1
Evansville	Courier	(m)	16,359	20,216	36,575	1,962	38,537	67
	Press	(x)	20,698	8,017	28,715	1,602	30,317	102
	Saturday edition	(y)	20,551	4,720	25,271	771	26,042	..
	Sunday edition	(S)	28,869	21,671	50,540	4,789	55,329	72
Fort Wayne	Journal-Gazette	(m)	17,251	23,317	40,568	10,922	51,490	23
	Sunday edition	(S)	20,972	20,125	41,097	3,726	44,823	4
	News-Sentinel	(e)	30,321	27,421	57,742	4,311	62,053	60
Gary	*Post-Tribune**	(e)	22,145	3,303	25,448	356	25,804	..
Hammond	*Times*	(x)	20,854	1,856	22,710	469	23,179	427
	Sunday edition	(S)	20,018	1,889	21,907	480	22,387	..
Huntington	*Herald-Press*	(x)	3,729	2,794	6,523	181	6,704	..
	Sunday edition	(S)	3,729	2,800	6,529	183	6,712	..
Indianapolis	*News*	(e)	91,904	32,370	124,274	31,436	155,710	164
	Star	(m)	60,549	35,785	96,334	31,263	127,570	457
	Sunday edition	(S)	89,980	46,660	136,640	36,481	173,121	29
	Times	(e)	63,901	16,879	80,780	6,633	87,413	97
Kokomo	*Tribune*	(e)	9,370	5,670	15,040	875	15,915	11
Lafayette	*Journal & Courier*	(e)	10,872	18,650	29,522	1,350	30,872	5
La Porte	*Herald-Argus*	(e)	4,828	2,206	7,034	273	7,307	16
Logansport	*Pharos Tribune*	(e)	4,666	7,747	12,413	1,410	13,823	13
	Press	(n)	3,779	6,241	10,020	954	10,974	24
	Sunday edition	(S)	3,962	6,256	10,218	956	11,174	..
Madison	*Courier*	(e)	1,226	1,119	2,345	180	2,525	219
Marion	Leader-Tribune	(n)	3,572	4,053	7,625	212	7,837	80
	Chronicle	(x)	7,213	1,851	9,064	119	9,183	12
	Total Daily	(me)	10,785	5,904	16,689	331	17,020	92
	Chronicle-Tribune	(S)	9,744	5,896	15,640	326	15,966	66
Michigan City	*News-Dispatch*	(e)	5,962	2,444	8,406	263	8,669	5
Muncie	*Press*	(e)	10,392	6,312	16,704	1,831	18,535	10
	Star	(m)	10,279	10,088	20,367	2,129	22,496	10
	Sunday edition	(S)	9,540	7,053	16,593	942	17,535	2
Plymouth	*Pilot**	(e)	902	1,748	2,650	238	2,888	..
Princeton	*Clarion News*	(e)	1,015	1,074	2,089	159	2,248	..
	Daily Democrat	(e)	835	1,331	2,166	68	2,234	..
	Total Daily	(e)	1,850	2,405	4,255	227	4,482	..
Richmond	Item	(n)	96	11,487	11,583	153	11,736	21
	Palladium	(x)	9,332	1,388	10,720	199	10,919	5
	Total Daily	(me)	9,428	12,875	22,303	352	22,655	26
	Sunday edition	(S)	9,322	12,900	22,222	356	22,578	22
Shelbyville	*Democrat*	(e)	2,487	1,323	3,810	687	4,497	..
	Republican	(m)	852	909	1,761	232	1,993	..
	Total Daily	(me)	3,339	2,232	5,571	919	6,490	..
South Bend	*Tribune*	(e)	35,372	25,892	61,264	5,977	67,241	..
	Sunday edition	(S)	34,015	25,831	59,846	5,924	65,770	..
Terre Haute	Star	(m)	10,806	13,265	24,071	2,020	26,091	12
	Tribune	(e)	16,141	7,611	23,752	2,250	26,002	..
	Sunday edition	(S)	16,871	10,574	27,445	1,437	28,882	3
Vincennes	Post*	(n)	1,779	3,258	5,037	224	5,261	..
	Sunday edition*	(S)	1,860	3,263	5,123	225	5,348	..
	*Sun-Commercial**	(x)	4,820	4,318	9,138	583	9,721	7
	Saturday edition	(y)	4,808	1,206	6,014	35	6,049	..
	Sunday edition	(S)	4,838	4,325	9,163	583	9,746	7
Warsaw	*Times**	(e)	1,702	2,794	4,496	126	4,622	24
Washington	*Herald*	(e)	1,377	2,659	4,036	158	4,194	15

IOWA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Boone	*News-Republican**	(e)	2,737	1,150	3,887	95	3,982	..
Burlington	*Hawk-Eye Gazette*	(e)	7,592	9,504	17,096	623	17,719	22
Cedar Rapids	*Gazette*	(e)	17,099	18,017	35,116	7,127	42,243	66
	Sunday edition	(S)	16,224	18,035	34,259	7,146	41,405	41
Clinton	*Herald*	(e)	6,743	10,227	16,970	788	17,758	..
Council Bluffs	*Nonpareil*	(x)	7,223	6,902	14,125	601	14,726	..
	Saturday edition	(y)	7,090	3,027	10,117	440	10,557	..
	Sunday edition	(S)	6,962	6,523	13,485	621	14,106	2

IOWA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Davenport	*Democrat & Ledger*	(x)	6,588	7,118	13,706	1,033	14,739	61
	Sunday edition	(S)	9,985	7,305	17,290	1,063	18,353	496
	Times	(e)	16,877	5,583	22,460	631	23,091	..
Des Moines	Register	(m)	39,373	50,517	89,890	71,180	161,070	241
	Tribune	(e)	51,746	64,174	115,920	23,103	139,023	156
	Total Daily	(me)	91,119	114,691	205,810	94,283	300,093	397
	Sunday edition	(S)	50,935	111,607	162,542	181,476	344,018	77
Dubuque	*Telegraph-Herald*	(x)	9,106	19,340	28,446	1,478	29,924	..
	Sunday edition	(S)	9,585	19,321	28,906	1,489	30,395	..
Fort Dodge	*Messenger & Chronicle*	(e)	5,501	7,336	12,837	658	13,495	..
Iowa City	*Press-Citizen*	(e)	4,058	3,154	7,212	366	7,578	4
Keokuk	*Gate City*	(e)	3,383	2,326	5,709	225	5,934	23
Marshalltown	*Times-Republican**	(e)	4,682	5,270	9,952	346	10,298	44
Mason City	*Globe-Gazette**	(e)	6,791	10,751	17,542	810	18,352	126
Muscatine	*Journal & News-Tribune*	(e)	4,331	3,067	7,398	227	7,625	5
Oskaloosa	*Herald*	(e)	2,536	2,817	5,353	185	5,538	1
Ottumwa	*Courier*	(e)	7,633	5,582	13,215	844	14,059	..
Sioux City	Journal	(d)	14,740	30,955	45,695	5,270	50,965	49
	Sunday edition	(S)	16,687	22,756	39,443	4,486	43,929	26
Washington	*Journal*	(e)	1,096	1,532	2,628	331	2,959	..
Waterloo	*Courier*	(x)	15,106	17,940	33,046	364	33,410	31
	Sunday edition	(S)	14,666	17,907	32,573	373	32,946	27

KANSAS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Abilene	Chronicle	(n)	910	1,511	2,421	168	2,589	30
	Sunday edition	(S)	909	1,513	2,422	169	2,591	..
Arkansas City	*Traveler*	(e)	3,142	2,103	5,245	270	5,515	..
Atchison	*Globe*	(e)	2,887	2,319	5,206	1,086	6,292	2
Chanute	*Tribune*	(e)	2,537	2,180	4,717	244	4,961	15
Emporia	*Gazette**	(e)	3,493	3,252	6,745	505	7,250	13
Hutchison	Herald*	(m)	2,877	8,056	10,933	5,255	16,188	21
	*News**	(e)	8,084	3,970	12,054	1,709	13,763	11
	Total Daily*	(me)	10,961	12,026	22,987	6,964	29,951	32
	News-Herald*	(S)	8,733	12,024	20,757	6,883	27,640	31
Kansas City	*Kansan*	(e)	11,877	146	12,023	152	12,175	2
	Sunday edition	(S)	11,803	147	11,950	164	12,114	1
Lawrence	*Journal-World*	(e)	2,939	1,839	4,778	573	5,351	7
Leavenworth	*Times*	(x)	4,451	1,896	6,347	442	6,789	..
	Sunday edition	(S)	4,555	1,896	6,451	441	6,892	..
Ottawa	*Herald*	(e)	2,365	2,193	4,558	509	5,067	..
Parsons	*Sun*	(e)	2,668	2,519	5,187	221	5,408	389
Salina	*Journal**	(e)	5,138	4,130	9,268	3,363	12,631	10
Topeka	Capital	(m)	15,876	16,965	32,841	15,741	48,582	234
	Sunday edition	(S)	17,250	16,611	33,861	15,406	49,267	407
	State Journal	(e)	11,961	3,468	15,429	1,768	17,197	33
Wichita	*Beacon*	(e)	26,410	26,775	53,185	28,221	81,406	111
	Sunday edition	(S)	30,024	33,532	63,556	40,091	103,647	136
	Eagle	(m)	27,989	15,918	43,907	5,824	49,731	137
	Eagle	(e)	27,960	9,299	37,259	3,074	40,333	119
	Total Daily	(me)	55,949	25,217	81,166	8,898	90,064	253
	Sunday edition	(S)	31,416	24,557	55,973	12,575	68,548	121

KENTUCKY

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Ashland	*Independent**	(e)	6,362	2,662	9,024	572	9,596	10
	Sunday edition*	(S)	6,740	3,499	10,239	705	10,944	..
Bowling Green	*Park City News*	(x)	2,930	1,363	4,293	976	5,269	..
	Sunday edition	(S)	2,955	1,372	4,327	978	5,305	..
Henderson	Gleaner	(n)	850	1,891	2,741	208	2,949	..
	Journal	(x)	777	....	777	11	788	..
	Total Daily	(me)	1,627	1,891	3,518	219	3,737	..
	Gleaner & Journal	(S)	1,810	1,947	3,757	208	3,965	..
Lexington	Herald	(m)	5,210	6,397	11,607	7,269	18,876	..
	Leader	(e)	12,040	4,384	16,424	5,695	22,119	..
	Total Daily	(me)	17,250	10,781	28,031	12,964	40,995	..
	Herald-Leader	(S)	16,416	12,550	28,966	14,442	43,408	..
Louisville	Courier-Journal	(m)	43,816	21,273	65,089	44,272	109,361	51
	Times	(e)	86,058	22,780	108,838	13,016	121,854	46
	Total Daily	(me)	129,874	44,053	173,927	57,288	231,215	97
	Sunday edition	(S)	98,228	31,794	130,022	54,106	184,128	3,460
Owensboro	Messenger	(n)	3,115	5,603	8,718	2,291	11,009	..
	Inquirer	(x)	4,623	2,592	7,215	197	7,412	..
	Total Daily	(me)	7,738	8,195	15,933	2,488	18,421	..
	Sunday edition	(S)	7,692	8,575	16,267	2,612	18,879	..
Paducah	*Sun-Democrat*	(x)	6,747	10,319	17,066	510	17,576	..
	Sunday edition	(S)	7,633	10,617	18,250	515	18,765	

(*Continued on page 136*)

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CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 135)

LOUISIANA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Baton Rouge	Advocate	(n)	3,329	1,711	5,040	223	5,263	..
	State Times	(e)	11,147	2,868	14,015	691	14,706	..
	Total Daily	(me)	14,476	4,579	19,055	914	19,969	..
	Sunday edition	(S)	5,412	2,153	7,565	426	7,991	..
Monroe	World	(n)	3,665	5,771	9,436	2,562	11,998	1
	News-Star	(x)	5,586	3,685	9,271	569	9,840	..
	Total Daily	(me)	9,251	9,456	18,707	3,131	21,838	1
	Sunday edition	(S)	7,873	9,297	17,170	3,325	20,495	2
New Orleans	*Item*	(x)	55,137	5,596	60,733	2,531	63,264	160
	Saturday edition	(y)	50,955	5,138	56,093	1,725	57,818	131
	Item-Tribune	(S)	51,119	6,967	58,086	4,147	62,233	..
	Tribune	(m)	19,939	2,365	22,304	628	22,932	156
	States	(x)	45,318	4,822	50,140	2,686	52,826	107
	Saturday edition	(y)	39,725	4,331	44,056	1,786	45,842	75
	Times-Picayune	(m)	63,388	18,716	82,104	33,881	115,985	177
	Times-Picayune & States	(S)	86,874	28,242	115,116	59,732	174,848	189
Shreveport	*Journal*	(e)	15,663	12,619	28,282	3,251	31,533	3
	Times	(m)	15,995	19,059	35,054	14,658	49,712	37
	Sunday edition	(S)	18,562	20,335	38,897	15,980	54,877	37

MAINE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Augusta	Kennebec Journal	(m)	4,612	4,037	8,649	355	9,004	18
Bangor	News	(n)	5,278	14,387	19,665	8,109	27,774	6
	Saturday edition	(Sat)	5,845	16,832	22,677	11,150	33,827	6
Lewiston	Sun	(m)	7,827	10,557	18,384	3,722	22,106	48
	Journal	(e)	7,364	2,772	10,136	2,162	12,298	1
	Total Daily	(me)	15,191	13,329	28,520	5,884	34,404	49
Portland	Press-Herald	(m)	13,254	12,301	25,555	14,953	40,508	18
	Express	(e)	17,922	6,150	24,072	2,552	26,624	1
	Total Daily	(me)	31,176	18,451	49,627	17,505	67,132	19
	Sunday Telegram	(S)	17,655	12,794	30,449	23,460	53,909	..

MARYLAND

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Baltimore	*News-Post*	(e)	163,949	13,076	177,025	15,264	192,289	33
	American	(S)	136,645	15,515	152,160	42,332	194,492	27
	Sun	(m)	116,375	9,132	125,507	22,497	148,004	776
	Sun	(e)	141,062	10,264	151,326	9,308	160,634	176
	Total Daily	(me)	257,437	19,396	276,833	31,805	308,638	952
	Sunday edition	(S)	147,845	14,952	162,797	29,081	191,878	440
Cumberland	News	(m)	2,964	3,123	6,087	1,052	7,139	22
	Times	(e)	8,924	6,937	15,861	735	16,596	1
	Sunday Times	(S)	8,266	7,560	15,826	757	16,583	..
Hagerstown	Herald	(m)	2,005	2,177	4,182	254	4,436	135
	Mail	(e)	6,442	1,942	8,384	186	8,570	21
	Total Daily	(me)	8,447	4,119	12,566	440	13,006	156
Salisbury	*Times*	(e)	2,448	2,111	4,559	103	4,662	8

MASSACHUSETTS

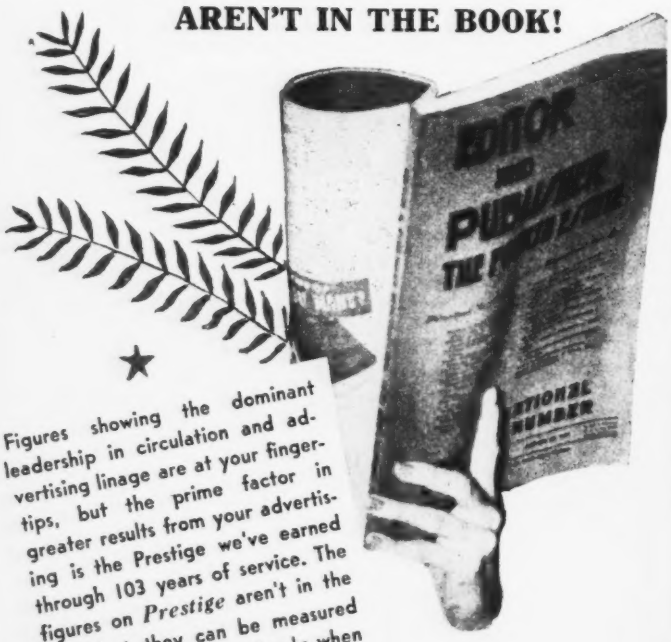
City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Athol	*News*	(e)	1,603	807	2,410	86	2,496	..
Attleboro	*Sun**	(e)	4,393	1,552	5,945	398	6,343	58

MASSACHUSETTS—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Beverly	*Times*	(e)	4,590	326	4,916	91	5,007	..
Boston	Record	(m)	167,158	50,225	217,383	111,575	328,958	19
	American	(e)	120,658	20,313	140,971	27,319	168,290	3
	Total Daily	(me)	287,816	70,538	358,354	138,894	497,248	22
	Sunday Advertiser	(S)	160,417	81,065	241,482	282,555	524,037	..
	Christian Science Monitor	(d)	(International distribution)				117,476	2,754
	Globe	(m)	65,090	17,666	82,756	45,286	128,042	6
	Globe	(e)	127,474	17,605	145,079	8,402	153,481	4
	Total Daily	(me)	192,564	35,271	227,835	53,688	281,523	10
	Sunday edition	(S)	168,873	52,566	221,439	81,348	302,787	12
	Herald	(m)	73,731	21,064	94,795	37,168	131,963	1,102
	Traveler	(e)	174,281	19,660	193,941	16,646	210,587	13
	Total Daily	(me,	248,012	40,724	288,736	53,814	342,550	1,115
	Sunday edition	(S)	90,374	29,524	119,898	44,221	164,119	397
	Post	(m)	203,984	56,641	260,625	108,728	369,353	601
	Sunday edition	(S)	101,236	63,485	164,721	100,958	265,679	332
	Transcript	(x)	21,142	3,247	24,389	3,790	28,179	11
	Saturday edition	(y)	24,138	5,348	29,486	6,362	35,848	..
Brockton	*Enterprise & Times**	(e)	16,116	14,325	30,441	1,207	31,648	173
Clinton	*Item*	(e)	2,501	207	2,708	65	2,773	4
Fall River	*Herald-News*	(e)	23,387	5,570	28,857	911	29,768	..
Fitchburg	*Sentinel*	(e)	9,130	1,730	10,860	290	11,150	83
Gloucester	*Times**	(e)	5,761	1,174	6,935	336	7,271	13
Greenfield	*Recorder-Gazette*	(e)	5,026	2,411	7,437	232	7,669	30
Haverhill	*Gazette*	(e)	11,624	2,968	14,592	303	14,895	..
Hyannis	*Cape Cod Standard-Times*	(e)	2,166	6,305	8,471	1,422	9,893	..
Lawrence	Eagle	(m)	2,801	1,380	4,181	53	4,234	3
	Tribune	(e)	15,735	9,128	24,863	558	25,421	..
	Total Daily	(me)	18,536	10,508	29,044	611	29,655	..
Lowell	Courier-Citizen	(m)	6,126	2,098	8,224	725	8,949	38
	*Leader**	(e)	11,244	1,467	12,711	364	13,075	25
	Total Daily*	(me)	17,370	3,565	20,935	1,089	22,024	63
	*Sun**	(e)	12,576	4,791	17,367	739	18,106	18
Lynn	*Item*	(e)	12,374	5,266	17,640	358	17,998	8
	Telegram-News	(e)	11,770	3,394	15,164	148	15,312	31
	Sunday edition	(S)	10,134	3,544	13,678	55	13,733	..
New Bedford	Mercury	(m)	5,179	920	6,099	155	6,254	255
	Standard-Times	(e)	28,464	15,730	44,194	1,204	45,398	3
	Total Daily	(me)	33,643	16,650	50,293	1,359	51,652	258
	Standard-Times	(S)	18,840	6,039	24,879	1,610	26,489	42
Newburyport	*News**	(e)	3,327	1,624	4,951	201	5,152	89
North Adams	*Transcript*	(e)	5,806	4,877	10,683	890	11,573	1
Northampton	*Hampshire Gazette*	(e)	5,544	2,935	8,479	315	8,794	..
Pittsfield	*Berkshire Eagle*	(e)	14,075	5,322	19,397	1,213	20,610	9
Quincy	*Patriot Ledger*	(e)	12,432	8,074	20,506	406	20,912	..
Salem	*News**	(e)	9,533	10,271	19,804	357	20,161	32
Taunton	*Gazette**	(e)	7,871	835	8,706	306	9,012	67
Waltham	*News-Tribune*	(e)	6,878	1,875	8,753	197	8,950	..
Worcester	Telegram	(m)	22,897	14,106	37,003	6,290	43,293	40
	Gazette	(e)	45,683	28,389	74,072	8,570	82,642	8
	Total Daily	(me)	68,580	42,495	111,075	14,860	125,935	48
	Sunday Telegram	(S)	35,500	22,898	58,398	7,231	65,629	..

(Continued on page 137)

THE FIGURES ON PRESTIGE AREN'T IN THE BOOK!



Figures showing the dominant leadership in circulation and advertising linage are at your fingertips, but the prime factor in greater results from your advertising is the Prestige we've earned through 103 years of service. The figures on *Prestige* aren't in the book but they can be measured by the profits in your books when you advertise in

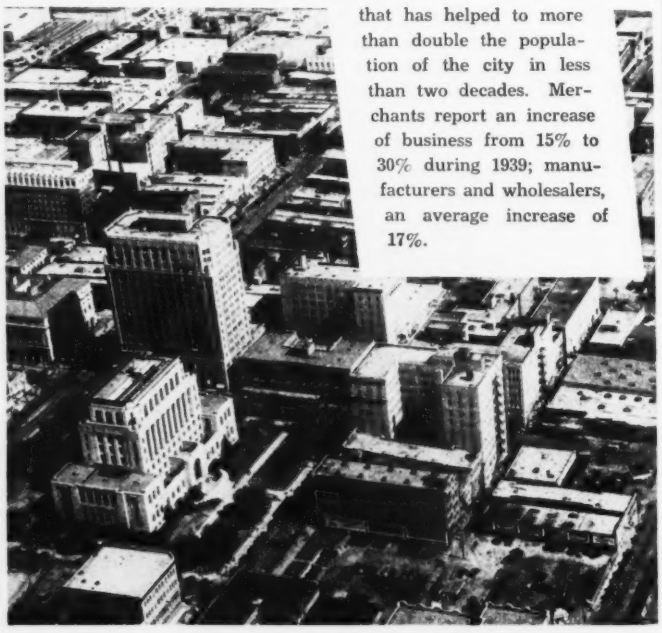
The Times-Picayune
NEW ORLEANS STATES

Representatives: NOEE, ROTHENBURG & JANN, INC.

SELL WHERE THEY'RE BUYING

It's twice as easy to sell in SHREVEPORT, a growing, progressive community where exhaustless resources instill confidence and new desires in everyone. Here is a prosperous market for cotton, lumber, and agricultural products of every kind. Here, also, is the

CENTER OF THE WORLD'S GREATEST OIL PRODUCING AREA



that has helped to more than double the population of the city in less than two decades. Merchants report an increase of business from 15% to 30% during 1939; manufacturers and wholesalers, an average increase of 17%.

THE SHREVEPORT TIMES

Carries Your Message to Over 50,000 Families in the Rich "Ark-La-Tex" Area

CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 136)

MICHIGAN

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Adrian	*Telegram*	(e)	4,075	6,005	10,080	487	10,567	..
Alpena	*News*	(e)	3,097	2,046	5,143	366	5,509	..
Ann Arbor	*News*	(e)	8,566	3,774	12,340	417	12,757	..
Battle Creek	*Enquirer & News*	(x)	11,233	4,674	15,907	698	16,605	150
	Saturday edition	(y)	11,194	2,751	13,945	245	14,190	..
	Sunday edition	(S)	11,061	4,696	15,757	694	16,451	..
	Moon-Journal	(x)	8,349	4,132	12,481	793	13,274	..
	Saturday edition	(y)	8,267	2,644	10,911	318	11,229	..
	Sunday edition	(S)	7,816	4,135	11,951	782	12,733	..
Bay City	*Times*	(e)	13,247	10,126	23,373	1,825	25,198	6
	Sunday edition	(S)	13,214	10,029	23,243	1,791	25,034	5
Benton Harbor & St. Joseph	*News-Palladium*	(e)	6,400	5,482	11,882	637	12,519	..
	Herald-Press	(e)	2,080	2,960	5,040	297	5,337	..
	Total Daily	(e)	8,480	8,442	16,922	934	17,856	..
Detroit	Free Press	(m)	191,830	37,147	228,977	67,070	296,047	2,096
	Sunday edition	(S)	126,168	45,460	171,628	107,609	279,237	352
	News	(e)	248,628	55,427	304,055	18,229	322,284	2,140
	Sunday edition	(S)	246,292	68,316	314,608	63,734	378,342	413
	Times	(e)	214,245	40,149	254,394	40,993	295,387	627
	Sunday edition	(S)	196,819	62,049	258,868	138,315	397,183	345
Flint	*Journal*	(e)	40,606	12,410	53,016	1,080	54,096	5
	Sunday edition	(S)	40,163	12,413	52,576	1,100	53,676	8
Grand Rapids	Herald	(m)	18,574	12,666	31,240	12,083	43,323	29
	Sunday edition	(S)	23,121	8,920	32,041	3,482	35,523	10
	Press	(e)	52,564	25,740	78,304	16,165	94,469	75
Hillsdale	*News*	(e)	1,711	2,905	4,616	277	4,893	4
Iron Mountain	*News*	(e)	2,910	3,298	6,208	175	6,383	..
Jackson	*Citizen Patriot*	(x)	16,657	9,948	26,605	1,492	28,097	..
	Saturday edition	(y)	16,392	4,598	20,990	594	21,584	..
	Sunday edition	(S)	16,664	10,081	26,745	1,484	28,229	..
Kalamazoo	*Gazette**	(e)	19,068	11,548	30,616	897	31,513	..
	Sunday edition*	(S)	18,072	12,093	30,165	953	31,118	..
Lansing	*State Journal**	(x)	25,349	13,431	38,780	4,337	43,117	..
	*Saturday edition**	(y)	24,482	8,714	33,196	3,163	36,359	18
	Sunday edition*	(S)	22,521	13,067	35,588	4,238	39,826	24
Ludington	*News*	(e)	2,158	1,795	3,953	222	4,175	23
Marquette	Mining Journal*	(m)	3,217	4,108	7,325	1,385	8,710	11
Marshall	*Chronicle**	(e)	1,241	1,272	2,513	93	2,606	..
Monroe	*News*	(e)	4,348	3,613	7,961	244	8,205	..
Muskegon	*Chronicle*	(e)	18,693	7,270	25,963	629	26,592	4
Owosso	*Argus-Press**	(e)	3,998	4,298	8,296	316	8,612	37
Pontiac	*Press*	(e)	17,927	11,337	29,264	2,081	31,345	..
Port Huron	*Times-Herald*	(e)	10,049	11,501	21,550	334	21,884	2
	Sunday edition	(S)	9,807	11,385	21,192	335	21,527	3
Saginaw	*News*	(e)	20,227	8,615	28,842	1,130	29,972	..
	Sunday edition	(S)	20,176	8,615	28,791	1,136	29,927	14
Three Rivers	*Commercial*	(e)	1,637	1,597	3,234	199	3,433	..
								2
								5

MINNESOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Albert Lea	*Tribune*	(e)	2,629	2,126	4,755	196	4,951	..
Austin	*Herald*	(e)	3,796	2,432	6,228	180	6,408	40
Duluth	News-Tribune	(m)	12,834	20,078	32,912	3,176	36,088	38
	Herald	(e)	17,316	9,795	27,111	3,734	30,845	33
	Total Daily	(me)	30,150	29,873	60,023	6,910	66,933	71
	Sunday edition	(S)	19,103	23,088	42,191	4,788	46,979	24
Fergus Falls	*Journal**	(e)	1,777	6,635	8,412	592	9,004	..
Hibbing	*Tribune*	(e)	3,320	1,826	5,146	337	5,483	44
Mankato	*Free Press*	(e)	4,394	6,605	10,999	891	11,890	10
Minneapolis	*Star-Journal*	(e)	111,083	9,214	120,297	113,857	241,154	273
	Sunday edition	(S)	61,381	6,078	67,459	86,117	160,201	111
	(Statement for period Aug. 1 to Sept. 30, 1939)							
	Star	(e)	85,066	4,299	89,365	62,553	156,463	275
	(Statement for period April 1, to July 31, 1939)							
	Journal	(e)	60,228	5,370	65,598	61,302	130,187	397
	Sunday edition	(S)	55,301	5,020	60,321	78,685	145,243	157
	(Statement for period April 1, to July 31, 1939)							
	Tribune	(m)	39,623	2,729	42,352	40,056	83,915	392
	Times-Tribune	(e)	65,643	6,733	72,376	38,614	113,204	331
	Total Daily	(me)	105,266	9,462	114,728	78,670	197,119	723
	Tribune	(S)	100,707	9,935	110,642	101,224	218,431	244
	(Statement for 1 month, 16 days ending Sept. 30, 1939)							
	Tribune	(m)	37,450	2,402	39,852	43,631	84,976	400
	Tribune	(e)	41,359	5,644	47,003	19,694	67,928	285
	Total Daily	(me)	78,809	8,046	86,855	63,325	152,904	685
	Sunday edition	(S)	96,893	9,090	105,983	96,185	208,595	236
	(Statement for 4 months, 11 days ending Aug. 13, 1939)							
Rochester	*Post-Bulletin*	(e)	5,494	5,224	10,718	248	10,966	..
St. Cloud	*Times & Journal Press**	(e)	4,846	3,466	8,312	524	8,836	..
St. Paul	Pioneer Press	(m)	66,643	7,116	73,759	7,484	81,537	123
	Dispatch	(e)	69,757	7,238	76,995	31,790	109,049	339
	Total Daily	(me)	136,400	14,354	150,754	39,274	190,586	462
	Sunday edition	(S)	72,599	7,363	79,962	29,391	110,068	32
Winona	*Republican-Herald*	(e)	5,776	9,213	14,989	447	15,436	11

MISSISSIPPI

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Biloxi-Gulfport	*Herald*	(e)	4,462	3,092	7,554	238	7,792	3
Greenville	*Delta Democrat Times*	(e)	2,746	1,108	3,854	350	4,204	..
	Sunday edition	(S)	2,743	1,103	3,846	343	4,189	..
Jackson	Clarion-Ledger*	(m)	10,124	13,497	23,621	8,255	31,876	..
	*News**	(e)	9,503	10,367	19,870	11,368	31,238	..
	Total Daily*	(me)	19,627	23,864	43,491	19,623	63,114	..
	Clarion-Ledger*	(S)	10,978	15,400	26,378	8,533	34,911	..
	News*	(S)	10,091	10,746	20,837	11,821	32,658	..
	Total Sunday*	(S)	21,069	26,146	47,215	20,354	67,569	..
Laurel	*Leader-Call**	(e)	3,163	2,982	6,145	343	6,488	..
Meridian	*Star*	(e)	6,973	9,073	16,046	566	16,612	5
	Sunday edition	(S)	7,130	9,461	16,591	631	17,222	4
Tupelo	Journal	(m)	1,176	5,165	6,341	183	6,524	50
Vicksburg	Herald	(n)	1,980	....	....	875	2,855	..
	Sunday edition	(S)	3,043	....	....	2,005	5,048	..
	Post	(e)	3,649	....	....	1,935	5,584	..

MISSOURI

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Cape Girardeau	*Southeast Missourian*	(e)	3,051	5,274	8,325	730	9,055	6
Columbia	*Missourian*	(e)	1,858	829	2,687	323	3,010	..
	Tribune	(e)	3,269	1,639	4,908	325	5,233	8
Hannibal	*Courier-Post & Journal*	(e)	3,919	3,197	7,116	301	7,417	30
Joplin	Globe	(n)	7,465	15,167	22,632	2,465	25,097	..
	News-Herald	(e)	6,152	6,450	12,602	1,824	14,426	..
	Total Daily	(me)	13,617	21,617	35,234	4,289	39,523	..
	Globe	(S)	9,273	18,124	27,397	4,109	31,506	..
Kansas City	*Journal*	(e)	54,299	11,703	66,002	12,147	78,149	14
	Sunday edition	(S)	50,220	10,692	60,912	11,276	72,188	2
	Times	(m)	167,299	69,291	236,590	70,419	307,009	717
	Star	(e)	172,194	69,002	241,196	70,204	311,400	805
	Total Daily	(me)	339,493	138,293	477,786	140,623	618,409	1,522
	Sunday Star	(S)	168,830	69,940	238,770	79,866	318,636	443
Maryville	*Forum**	(e)	1,226	2,628	3,854	393	4,247	..
Moberly	*Monitor-Index & Democrat*	(e)	3,179	2,289	5,468	391	5,859	..
St. Joseph	Gazette	(m)	9,173	15,933	25,106	1,100	26,206	52
	News-Press	(e)	21,380	18,729	40,109	1,941	42,050	15
	Total Daily	(me)	30,553	34,662	65,215	3,041	68,256	67
	News-Press	(S)	22,027	19,131	41,158	1,638	42,796	9
St. Louis	Globe-Democrat	(m)	121,937	19,286	141,223	86,309	227,532	498
	Sunday edition	(S)	134,245	20,145	154,390	78,951	233,341	182

(Continued on page 138)

"waste-line" 40 miles!

Whether it's a new suit of armor for that historic knight, Saint Louis, or wasp waists for debutantes, there's no altering the fact that the *waist-line* of profitable, concentrated newspaper circulation in the Rich St. Louis Retail Market is 40 miles*. And it's the circulation within this radius that really counts in selling to the more than a million people in Greater St. Louis! 83.2%** of the St. Louis Star-Times circulation is within this *most profitable selling zone.* Retail advertisers who know the St. Louis Market and how to reach it most effectively placed over 5,000,000 lines of advertising in the Star-Times in 1939 . . . positive proof of the acceptance and effectiveness of the Star-Times as a powerful medium! Place your sales message in the Star-Times . . . the newspaper that sells 83.2% of its total circulation in the Rich St. Louis Retail Market .

**The Audit Bureau of Circulations defines the Rich St. Louis Retail Market as having a radius of approximately 40 miles.*

***Publisher's statement to ABC for 6 months ending September 13, 1939: 126,761 total City and Retail zone circulation out of a total daily circulation of 152,418.*

ST. LOUIS STAR-TIMES

Nationally Represented by

GEORGE A. McDEVITT CO.

NEW YORK . . CHICAGO . . PHILADELPHIA

DETROIT . . BOSTON

CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 137)

MISSOURI—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
St. Louis	*Post-Dispatch*	(e)	161,637	12,731	174,368	49,709	224,077	20
	Sunday edition	(S)	199,482	20,323	219,805	54,685	274,490	149
	Star-Times	(e)	116,228	10,533	126,761	25,657	152,418	52
Springfield	News	(m)	3,843	10,761	14,604	5,172	19,776	..
	Leader & Press	(e)	16,898	9,056	25,954	3,003	28,957	..
	Total Daily	(me)	20,741	19,817	40,558	8,175	48,733	..
	News-Leader	(S)	17,046	18,403	35,449	7,612	43,061	..

MONTANA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Billings	Gazette	(m)	3,120	8,003	11,123	4,423	15,546	156
	Gazette	(e)	3,351	332	3,683	....	3,683	17
	Total Daily	(me)	6,471	8,335	14,806	4,423	19,229	173
	Sunday edition	(S)	6,800	8,192	14,992	5,502	20,499	159
Butte	Montana Standard	(m)	10,265	3,389	13,654	2,769	16,423	39
	Sunday edition	(S)	15,665	4,575	20,240	5,226	25,466	22
	Post	(e)	8,765	1,375	10,140	234	10,374	13
Great Falls	Tribune	(m)	5,815	8,612	14,427	2,861	17,288	2
	Leader	(e)	3,267	633	3,900	47	3,947	8
	Total Daily	(me)	9,082	9,245	18,327	2,908	21,235	10
	Sunday edition	(S)	7,358	9,894	17,252	3,186	20,438	1
Helena	*Record-Herald*	(e)	2,597	554	3,151	1,280	4,431	35
Missoula	Missoulian	(m)	3,340	4,647	7,987	516	8,503	3
	Sentinel	(e)	3,541	646	4,187	82	4,269	..
	Total Daily	(me)	6,881	5,293	12,174	598	12,772	3
	Sunday Missoulian	(S)	5,645	5,365	11,010	682	11,692	..

NEBRASKA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Beatrice	*Sun*	(x)	2,234	3,179	5,413	261	5,674	58
	Sunday edition	(S)	2,219	3,177	5,396	261	5,657	58
Fremont	Guide	(m)	2,675	2,768	5,443	179	5,622	..
	Tribune	(e)	2,301	3,208	5,509	497	6,006	22
Grand Island	*Independent*	(e)	4,919	6,388	11,307	2,037	13,344	21
Hastings	*Tribune*	(e)	3,211	5,947	9,158	911	10,069	..
Kearney	*Hub*	(e)	1,728	1,903	3,631	327	3,958	76
Lincoln	Journal	(m)	3,619	10,762	14,381	13,330	27,711	..
	Journal	(e)	11,843	2,654	14,497	589	15,086	17
	Star	(e)	9,484	8,376	17,860	5,450	23,310	..
	Total Daily	(me)	24,946	21,792	46,738	19,369	66,107	17
	Journal-Star	(S)	19,082	14,333	33,416	14,159	47,575	..
Norfolk	*News*	(e)	1,987	3,865	5,852	566	6,418	21
North Platte	Bulletin*	(n)	2,800	2,228	5,028	405	5,433	13
	*Telegraph**	(e)	2,563	1,880	4,443	1,075	5,518	31
Omaha	World-Herald	(m)	10,384	17,108	27,492	60,456	87,948	227
	World-Herald	(e)	69,728	11,099	80,827	7,004	87,831	169
	Total Daily	(me)	80,112	28,207	108,319	67,460	175,779	396
	Sunday edition	(S)	71,939	28,613	100,552	72,293	172,845	47
Scottsbluff	Star-Herald	(n)	2,201	5,127	7,328	426	7,754	..
	Sunday edition	(S)	2,221	5,130	7,351	427	7,778	..

NEVADA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Reno	*Gazette*	(e)	5,977	3,517	9,494	2,877	12,371	33
	State Journal*	(m)	2,679	2,193	4,872	2,631	7,503	..
	Sunday edition*	(S)	3,395	2,386	5,781	2,671	8,452	..

NEW HAMPSHIRE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Concord	*Monitor & N. H. Patriot*	(e)	6,275	1,275	7,550	825	8,375	42
Manchester	Union	(m)	1,170	4,664	5,834	13,336	19,170	48
	Leader	(e)	15,129	1,246	16,375	507	16,882	28
	Total Daily	(me)	16,299	5,910	22,209	13,843	36,052	73

NEW JERSEY

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Asbury Park	*Press*	(e)	8,441	4,442	12,883	181	13,064	143
	Sunday edition	(S)	5,053	2,803	7,856	101	7,957	..
Atlantic City	Press	(m)	18,421	1,512	19,933	430	20,363	168
	Union	(e)	11,785	847	12,632	45	12,677	46
	Total Daily	(me)	30,206	2,359	32,565	475	33,040	214
	Sunday Press	(S)	14,194	1,756	15,950	294	16,244	63
Bayonne	*Times*	(e)	13,618	....	....	228	13,846	..
Camden	Post	(m)	4,425	7,722	12,147	2,599	14,746	..
	Courier	(e)	25,253	22,424	47,677	2,271	49,948	..
	Total Daily	(me)	29,678	30,146	59,824	4,870	54,694	..
Elizabeth	*Journal*	(e)	26,616	1,389	28,005	782	28,787	.
Hackensack	*Bergen Record**	(e)	15,224	11,107	26,331	594	26,925	3
Hoboken	*Jersey Observer*	(e)	33,507	2,145	35,652	1,070	36,722	1
Jersey City	*Jersey Journal*	(e)	37,729	....	....	1,806	39,535	3
Newark	Sunday Call	(S)	61,696	16,662	78,358	2,234	80,592	..
	Ledger	(m)	49,171	10,093	59,264	657	59,921	..
	Sunday edition	(S)	41,706	17,044	58,750	664	59,414	..
	News	(e)	128,272	26,097	154,369	2,901	157,270	29
	Star-Eagle	(e)	47,013	24,618	71,631	252	71,883	..
New Brunswick	*Home News**	(e)	9,479	4,479	13,958	953	14,911	143
	Sunday Times*	(S)	8,388	2,979	11,367	876	12,243	..
Passaic	*Herald-News*	(e)	27,860	3,363	31,223	804	32,027	1
Paterson	Call	(m)	10,562	8,381	18,943	671	19,614	17
	News	(e)	14,648	7,658	22,306	265	22,571	..
Perth Amboy	*News**	(e)	13,776	3,654	17,430	218	17,648	16
Plainfield	*Courier-News*	(e)	10,757	3,380	14,137	545	14,682	112
Trenton	State-Gazette	(n)	8,367	1,971	10,338	333	10,671	294
	Times	(e)	28,870	13,339	42,209	1,238	43,447	..
	Total Daily	(me)	37,237	15,310	52,547	1,571	54,118	294
	Times-Advertiser	(S)	21,771	9,414	31,185	1,082	32,267	..
Union City	Hudson Dispatch	(m)	14,545	12,196	26,741	845	27,586	..
Vineland	*Journal*	(e)	1,129	2,130	3,259	136	3,395	2
	Times	(e)	1,451	2,407	3,858	82	3,940	3

NEW MEXICO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Albuquerque	Journal	(m)	8,728	4,488	13,216	4,736	17,952	4
	Sunday edition	(S)	9,425	4,729	14,154	4,796	18,950	..
	Tribune	(e)	9,064	2,343	11,407	1,869	13,376	1
Roswell	*Record*	(e)	1,766	1,082	2,848	90	2,938	..

(Continued on page 139)

THE JERSEY JOURNAL

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National Advertising Representatives
O'MARA & ORMSBEE, INC.

CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 138)

NEW YORK

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Albany	*Knickerbocker News*	(e)	31,816	14,295	46,111	5,509	51,620	34
	Times-Union	(m)	19,608	13,316	32,924	10,053	42,977	74
	Sunday edition	(S)	26,165	39,201	65,366	18,860	84,226	7
Amsterdam	*Recorder & Democrat*	(e)	6,208	1,872	8,080	302	8,382	..
Batavia	*News*	(e)	4,336	3,888	8,224	486	8,710	7
Binghamton	*Press*	(e)	22,993	13,754	36,747	4,510	41,257	..
	Sun	(m)	11,242	12,440	23,682	3,019	26,701	372
Brooklyn	*Eagle*	(e)	78,424	16,221	94,645	999	95,644	491
	Sunday edition	(S)	73,577	13,085	86,662	1,240	87,902	..
Buffalo	Courier-Express	(m)	83,249	28,314	111,563	12,896	124,459	854
	Sunday edition	(S)	114,932	54,893	169,825	23,175	193,000	522
			(Statement from July 31, to Sept. 30, 1939)					
	Courier-Express	(m)	75,402	24,830	100,232	10,965	111,197	823
	Sunday edition	(S)	94,348	45,954	140,302	20,497	160,799	320
			(Statement from April 1, to July 30, 1939)					
	News	(e)	134,063	47,960	182,023	19,395	201,418	51
			(Statement for July 31, to Sept. 30, 1939)					
	News	(e)	116,391	43.006	159,397	17.595	176,992	47
			(Statement for April 1, to July 29, 1939)					
Corning	*Leader*	(e)	5,021	3,580	8,601	377	8,978	..
Dunkirk	*Observer*	(e)	4,468	278	4,746	117	4,863	..
Elmira	Advertiser	(m)	2,908	2,428	5,336	1,051	6,387	..
	Star-Gazette	(e)	16,650	9,180	25,830	1,602	27,432	..
	Total Daily	(me)	19,558	11,608	31,166	2,653	33,819	..
	Sunday Telegram	(S)	8,890	8,708	17,598	4,161	21,759	..
Freeport	*Nassau Review-Star*	(e)	20,212	4,829	25,041	3,916	28,957	4
Geneva	*Times*	(e)	3,011	2,430	5,441	115	5,556	7
Glens Falls	Post-Star	(m)	4,171	5,524	9,695	592	10,287	33
	Times	(e)	3,927	2,960	6,887	705	7 592	27
	Total Daily	(me)	8,098	8,484	16,582	1,297	17,879	60
Gloversville & Johnstown	Herald	(m)	1,810	2,218	4,028	265	4,293	42
	Leader-Republican	(e)	7,103	446	7,549	145	7,694	4
	Total Daily	(me)	8,913	2,664	11,577	410	11,987	46
Hornell	*Tribune*	(e)	4,822	2,303	7,125	841	7,966	4
Hudson	*Register**	(e)	1,390	1,369	2,759	161	2,920	..
	Star*	(m)	965	1,827	2,792	198	2,990	..
Ithaca	*Journal*	(e)	5,437	2,433	7,870	678	8,548	19
Jamaica	*Long Island Press*	(e)	71,782	9,162	80,944	5,618	86,562	3
Jamestown	*Journal*	(e)	7,284	3,143	10,427	268	10,695	3
	Post	(m)	6,832	5,401	12,233	1,010	13,243	11
Kingston	*Freeman*	(e)	6,842	2,376	9,218	528	9,746	1
Lockport	*Union-Sun & Journal*	(e)	5,312	2,155	7,467	202	7,669	10[1]
Long Island City	*Star-Journal*	(e)	39,120	1,527	40,647	220	40,867	13
Malone	*Telegram*	(e)	1,602	2,597	4,199	403	4,602	2
Mamaroneck	*Times*	(e)	2,164	1,163	3,327	80	3,407	2
Middletown	*Times-Herald*	(e)	5,058	3,738	8,796	473	9,269	1
Mount Vernon	*Argus*	(e)	9,259	1,045	10,304	757	11,061	4
Newburgh	*News*	(e)	6,928	5,325	12,253	261	12,514	4
Beacon	*News*	(e)	2,231	923	3,154	49	3,203	..
	Total Daily	(e)	9,159	6,248	15,407	310	15,717	4
New Rochelle	*Standard Star*	(e)	9,431	724	10,155	163	10,318	23

NEW YORK—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
New York	Herald-Tribune	(m)	162,770	116,239	279,009	67,774	346,783	4,879
	Sunday edition	(S)	162,293	178,681	340,974	186,785	527,759	2,186
	Home News	(e)	107,338	....	....	....	107,338	..
	Sunday edition	(S)	108,250	....	....	....	108,250	..
	Journal & American	(e)	479,926	106,563	586,489	22,918	609,407	..
	Sunday edition	(S)	433,342	307,369	740,711	254,471	995,182	12
	Mirror	(m)	575,379	86,550	661,929	106,447	768,376	63
	Sunday edition	(S)	514,313	158,199	672,512	794,873	1,467,385	34
	News	(m)	1,458,551	271,074	1,729,625	150,745	1,880,370	..
	Sunday edition	(S)	1,429,868	538,140	1,968,008	1,415,427	3,383,435	204
	Post	(x)	210,236	18,213	228,449	7,176	235,625	11
	Saturday edition	(y)	154,798	18,394	173,192	7,201	180,393	2
	Sun	(e)	242,631	38,592	281,223	14,584	295,807	300
	Times	(m)	291,169	89,950	381,119	93,158	474,277	3,857
	Sunday edition	(S)	287,445	131,870	419,315	369,682	788,997	1,463
	Wall Street Journal	(m)	(International distribution)				27,763	229
	World-Telegram	(x)	360,580	41,807	402,387	10,199	412,586	233
	Saturday edition	(y)	260,034	49,388	310,322	10,606	320,928	94
Niagara Falls	*Gazette*	(e)	17,211	4,336	21,547	842	22,389	1
North Tonawanda	*News*	(e)	3,725	163	3,888	80	3,968	13
Nyack	*Journal-News*	(e)	1,826	4,005	5,831	105	5,936	..
Ogdensburg	*Journal*	(e)	2,545	2,331	4,876	192	5,068	5
Olean	*Times-Herald*	(e)	5,063	5,627	10,690	250	10,940	10
Ossining	*Citizen-Register*	(e)	2,440	658	3,098	75	3,173	1
Peekskill	*Star*	(e)	3,516	1,850	5,366	66	5,432	..
Plattsburg	Press	(m)	2,036	1,570	3,606	270	3,876	..
Portchester	*Item*	(e)	4,391	2,563	6,954	138	7,092	1
Port Jervis	*Union-Gazette*	(e)	2,133	243	2,376	71	2,447	..
Poughkeepsie	Sunday Courier	(S)	5,314	5,219	10,533	449	10,982	46
	Eagle-News	(m)	1,609	1,407	3,016	95	3,111	60
	Star & Enterprise	(e)	9,636	4,567	14,203	215	14,418	..
	Total Daily	(me)	11,245	5,974	17,219	310	17,529	60
Rochester	Democrat & Chronicle	(m)	48,766	25,680	74,446	6,349	80,795	50
	Times-Union	(e)	64,408	25,178	89,586	4,034	93,620	10
	Total Daily	(me)	113,174	50,858	164,032	10,383	174,415	60
	Democrat & Chronicle	(S)	72,080	31,775	103,855	5,520	109,375	13
Saratoga Springs	*Saratogian*	(e)	4,035	5,317	9,352	473	9,825	.
Schenectady	Gazette	(m)	18,264	3,097	21,361	3,892	25,253	..
	Union-Star	(e)	19,205	1,395	20,600	2,105	22,705	..
Staten Island	*Advance*	(e)	27,619	....	....	324	27,943	..
Syracuse	*Herald-Journal*	(e)	47,906	31,492	79,398	17,231	96,629	..
	Herald-American	(S)	39,069	34,018	73,087	99,130	172,217	2
			(Statement from July 24 to Sept. 30, 1939)					
	Herald	(e)	26,994	17,635	44,629	8,030	52,659	16
	Sunday edition	(S)	19,512	15,190	34,702	20,336	55,038	5
			(Statement from April 1, to July 23, 1939)					
	Post-Standard	(m)	26,282	22,633	48,915	18,831	67,746	..
			(Statement from July 24, to Sept. 30, 1939)					
	Sunday edition	(S)	21,524	24,652	46,176	34,333	80,509	..
			(Statement from July 30, to Sept. 30, 1939)					
	Post-Standard	(m)	23,108	20,219	43,327	17,216	60,543	..
			(Statement from April 1, to July 22, 1939)					
	Sunday edition	(S)	17,066	20,286	37,352	30,048	67,400	..
			(Statement from April 1 to July 30, 1939)					
Tarrytown	*News*	(e)	2,651	203	2,854	82	2,936	1
Troy	Record	(m)	2,913	2,838	5,751	493	6,244	..
	Times-Record	(e)	22,692	4,831	27,523	789	28,312	..
	Total Daily	(me)	25,605	7,669	33,274	1,282	34,556	..
Utica	*Observer-Dispatch**	(e)	23,951	10,380	34,331	1,111	35,442	15
	Sunday edition*	(S)	14,690	9,624	24,314	1,011	25,325	..
	Press*	(m)	8,255	10,206	18,461	1,806	20,267	15

(*Continued on page* 140)

"Putting Up A Front"

Progress sometimes means putting up a front, and remodeling interiors, increasing floor space as well.

Recently a representative of substantial New York City investment interests looked over Troy's retail section, the shopping center for more than 204,447 persons.

Later he told a local bank president, "I've visited Troy off and on for the past 25 years, and in all that time have never witnessed such an amazing development of modernization. Do you Trojans realize that not a city of comparable size in the East can match it?"*

There's no "false front" about the new fronts on Troy's stores. They're outward signs of the faith that business men have in the present and future outlook of their city. That's a good indication that Troy is an active, growing sales field.

Here's convincing evidence that New York State's lowest cost major market merits a place on your schedules. The Record Newspapers, Troy's sole dailies, will take your sales story to "everybody" at one rate of 12c per line.

THE RECORD NEWSPAPERS

THE TROY RECORD

THE TIMES RECORD

THE TROY RECORD CO. J. A. VIGER, ADVERTISING MANAGER

We'll gladly send you further details.

CENTRAL NEW YORK

Selling

SYRACUSE POWER

USE the Post-Standard for extra selling power in Central New York. Get your share of the plus business that waits for you in this Central New York $419,000,000 market. Put your selling message in the Post-Standard. "The paper with a *Growing Circulation*." Here are just four advantages that you enjoy when you advertise in the Post-Standard:

1. A rapidly growing circulation
2. An increased reader response
3. A high buying power coverage
4. A well-balanced city and suburban circulation.

Investigate this NEW Central New York Selling Power. Use—

THE POST-STANDARD

SYRACUSE, NEW YORK

(Reaches More People Who Need and CAN BUY What You Sell)

DAILY ★ SUNDAY

Kelly Smith Co., Representatives

CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 139)

NEW YORK—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Watertown	*Times*	(e)	8,823	22,129	30,952	3,121	34,073	2
White Plains	*Dispatch*	(e)	3,642	2,111	5,753	79	5,832	5
	Reporter	(e)	4,665	1,254	5,919	109	6,028	..
Yonkers	*Herald Statesman*	(e)	22,898	1,552	24,450	1,564	26,014	8

NORTH CAROLINA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Asheville	Citizen	(m)	7,722	13,440	21,162	1,433	22,595	28
	Times	(e)	8,969	6,631	15,600	380	15,980	10
	Total Daily	(me)	16,691	20,071	36,762	1,813	38,575	38
	Citizen-Times	(S)	13,702	18,521	32,223	1,862	34,085	24
Burlington	*Times-News*	(e)	3,241	2,036	5,277	86	5,363	23
Charlotte	*News*	(e)	16,920	13,855	30,775	2,917	33,692	50
	Sunday edition	(S)	15,357	14,516	29,873	3,325	33,198	40
	Observer	(m)	18,860	44,060	62,920	16,029	78,949	72
	Sunday edition	(S)	18,861	45,081	63,942	17,470	81,412	45
Concord	*Tribune*	(x)	3,187	1,522	4,709	206	4,915	..
	Sunday edition	(S)	3,245	1,532	4,777	206	4,983	..
Durham	Herald	(m)	10,432	7,131	17,563	1,017	18,580	10
	Sun	(e)	10,627	2,008	12,635	503	13,138	5
	Total Daily	(me)	21,059	9,139	30,198	1,520	31,718	15
	Sunday edition	(S)	10,982	7,271	18,253	1,069	19,322	..
Elizabeth City	*Advance*	(e)	1,985	4,022	6,007	84	6,091	5
Gastonia	*Gazette*	(e)	3,820	2,943	6,763	399	7,162	..
Greensboro	News	(m)	10,640	24,413	35,053	14,014	49,067	29
	Record	(e)	8,493	1,666	10,159	411	10,570	11
	Total Daily	(me)	19,133	26,079	45,212	14,425	59,637	39
	Sunday edition	(S)	11,678	24,753	36,431	13,752	50,183	10
High Point	*Enterprise*	(e)	7,197	2,958	10,155	157	10,312	40
	Sunday edition	(S)	7,318	3,007	10,325	157	10,482	41
Kingston	*Free Press*	(e)	2,170	1,628	3,798	139	3,937	..
Raleigh	News & Observer	(m)	8,977	16,914	25,891	33,917	59,808	56
	Sunday edition	(S)	9,218	16,542	25,760	32,676	58,436	31
	Times	(e)	6,466	8,035	14,501	1,163	15,664	21
Salisbury	*Post*	(e)	5,075	6,016	11,091	187	11,278	..
	Sunday edition	(S)	5,112	6,027	11,139	187	11,326	..
Wilmington	Star	(m)	4,525	3,075	7,600	188	7,788	..
	News	(x)	4,099	1,155	5,254	40	5,294	..
	Total Daily	(me)	8,624	4,230	12,854	228	13,082	..
	Star-News	(S)	8,020	2,298	11,318	222	11,540	..
Winston-Salem	Journal	(m)	13,260	8,805	22,065	1,378	23,443	..
	Sentinel	(e)	14,636	3,048	17,684	238	17,922	1
	Total Daily	(me)	27,896	11,853	39,749	1,616	41,365	1
	Journal-Sentinel	(S)	18,521	10,970	29,491	1,554	31,045	2

NORTH DAKOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Bismarck	*Tribune**	(e)	2,775	2,592	5,367	1,343	6,710	39
Fargo	Forum*	(m)	1,339	7,280	8,619	6,541	15,160	30
	*Forum**	(e)	8,196	4,844	13,040	1,829	14,869	..
	Total Daily*	(me)	9,535	12,124	21,659	8,370	30,029	30
	Sunday edition*	(S)	9,699	10,657	20,356	8,275	28,631	126
Grand Forks	Herald*	(a)	1,761	9,316	11,077	4,071	15,148	2
	*Herald**	(b)	3,696	1,527	5,223	832	6,055	1
	*Herald**	(c)	4,951	1,693	6,644	836	7,480	..
	Total Daily*	(me)	5,457	10,843	16,300	4,903	21,203	..
	Sunday edition*	(S)	5,570	11,045	16,615	4,944	21,559	6
Mandan	*Pioneer**	(e)	901	1,552	2,453	352	2,805	..

OHIO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Akron	*Beacon Journal*	(e)	82,418	12,096	94,514	2,877	97,391	
	Sunday edition	(S)	59,560	7,032	66,592	2,579	69,171	..
Alliance	*Review*	(e)	6,472	3,944	10,416	587	11,003	44
Ashland	*Times-Gazette*	(e)	3,088	2,692	5,780	384	6,164	..
Ashtabula	*Star-Beacon*	(e)	6,050	4,975	11,025	328	11,353	28
Athens	*Messenger*	(x)	2,622	6,801	9,423	4,029	13,452	..
	Sunday edition	(S)	2,822	6,953	9,775	4,340	14,115	..
Bellefontaine	*Examiner*	(e)	2,803	2,840	5,643	192	5,835	..
Bowling Green	*Sentinel-Tribune*	(e)	1,598	2,189	3,787	324	4,111	..
Bucyrus	*Telegraph-Forum*	(e)	2,506	2,154	4,660	497	5,157	..
Cambridge	*Jeffersonian*	(e)	3,608	6,726	10,334	953	11,287	..
Canton	*Repository*	(e)	31,076	11,650	42,726	1,642	44,368	6
	Sunday edition	(S)	29,995	14,611	44,606	2,095	46,701	12
Chillicothe	News-Advertiser	(n)	2,092	1,291	3,383	184	3,567	..
	Scioto Gazette	(x)	4,928	3,318	8,246	521	8,767	15
	Total Daily	(me)	7,020	4,609	11,629	705	12,334	15
	Gazette-News-Advertiser	(S)	5,429	4,533	9,962	718	10,680	..
Cincinnati	Enquirer	(m)	72,684	20,096	92,780	29,225	122,005	420
	Sunday edition	(S)	148,091	22,664	170,755	28,089	198,844	244
	Post	(e)	113,506	13,939	127,445	21,011	148,456	571
	Times-Star	(e)	130,108	13,379	143,487	9,753	153,240	229
Cleveland	*News*	(e)	104,575	15,039	119,614	6,339	125,953	111
	Plain Dealer	(m)	125,265	42,548	167,813	55,278	223,091	626
	Sunday edition	(S)	208,709	75,975	284,684	104,250	388,934	506
	Press	(e)	191,466	26,106	217,572	7,395	224,967	89
Columbus	*Citizen*	(e)	48,622	25,891	74,513	13,943	88,456	144
	Sunday edition	(S)	41,469	23,605	65,074	17,585	82,659	6
	Dispatch	(e)	101,485	31,560	133,045	29,846	162,891	115
	Sunday edition	(S)	70,773	31,527	102,300	29,247	131,547	18
	Ohio State Journal	(m)	34,003	11,857	45,860	10,305	56,165	356
	Sunday Star	(S)	36,933	15,795	52,728	48,543	101,271	..
Coshocton	*Tribune & Times-Age**	(e)	3,735	3,327	7,062	732	7,794	..
	Sunday edition*	(S)	3,721	3,351	7,072	730	7,802	..
Dayton	Journal	(m)	16,015	7,797	23,812	2,148	25,960	53
	Herald	(e)	33,980	11,232	45,212	1,494	46,706	177
	Total Daily	(me)	49,995	19,029	69,024	3,642	72,666	230
	Sunday edition	(S)	34,516	16,847	51,363	4,233	55,596	18
	News	(e)	42,167	15,228	57,395	4,471	61,866	196
	Sunday edition	(S)	39,049	14,743	53,792	5,674	59,466	42
Delaware	*Gazette**	(e)	2,080	1,153	3,233	279	3,512	2
Dover	*Reporter*	(e)	2,448	3,368	5,816	600	6,416	..
East Liverpool	*Review**	(e)	7,321	4,111	11,432	385	11,817	44
Elyria	*Chronicle-Telegram*	(e)	6,323	3,931	10,254	732	10,986	11
Findlay	Republican-Courier	(m)	5,588	5,062	10,650	2,531	13,181	..
Fostoria	*Review*	(e)	2,112	491	2,603	164	2,767	..
Fremont	*News-Messenger*	(e)	4,999	3,758	8,757	429	9,186	102
Hamilton	*Journal-News*	(e)	11,409	2,896	14,305	470	14,775	7
Ironton	*Tribune*	(e)	3,335	2,429	5,764	171	5,935	..
	Sunday edition	(S)	3,605	2,788	6,393	104	6,497	..
Lancaster	*Eagle-Gazette*	(e)	5,607	3,566	9,173	202	9,375	5
Lima	*News*	(x)	12,487	9,370	21,857	583	22,440	41
	Saturday edition	(y)	12,290	5,467	17,757	573	18,330	..
	Sunday edition	(S)	12,374	10,747	23,121	754	23,875	36
Lorain	*Journal & Times-Herald*	(e)	9,427	4,838	14,265	387	14,652	..
Mansfield	*News-Journal*	(e)	11,997	6,291	18,288	775	19,063	..
Marietta	*Times*	(e)	4,167	4,084	8,251	888	9,139	5
Marion	*Star**	(e)	8,147	7,197	15,344	510	15,854	2
Martins Ferry	*Times**	(e)	3,862	5,764	9,626	225	9,851	..
Massillon	*Independent*	(e)	6,900	2,224	9,124	292	9,416	1
Middletown	*Journal*	(e)	8,926	1,865	10,791	366	11,157	..
	News-Journal	(S)	8,248	2,395	10,643	450	11,093	..
Mount Vernon	*Republican News & Banner**	(e)	3,624	2,759	6,383	320	6,703	44
Newark	*Advocate & American Tribune**	(e)	8,686	4,493	13,179	542	13,721	..

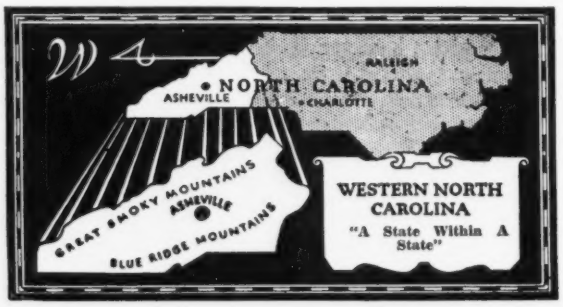
OHIO—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
New Philadelphia	*Times*	(e)	3,095	4,864	7,959	547	8,506	..
Painesville	*Telegraph*	(e)	4,012	3,211	7,223	202	7,425	3
Portsmouth	*Times*	(e)	10,919	7,136	18,055	1,193	19,248	1
	Sunday edition	(S)	11,111	7,580	18,691	1,405	20,096	..
Ravenna	*Record**	(e)	3,388	2,598	5,986	266	6,252	..
Salem	*News*	(e)	2,907	1,496	4,403	166	4,569	22
Sandusky	*News*	(e)	3,467	3,279	6,746	345	7,091	2
	Register	(n)	2,665	4,588	7,253	2,164	9,417	..
	Star-Journal	(e)	4,565	1,435	6,000	439	6,439	..
	Total Daily	(me)	7,230	6,023	13,253	2,603	15,856	..
	Sunday edition	(S)	3,591	4,829	8,420	2,267	10,687	..
Springfield	Sun	(m)	5,302	7,844	13,146	2,732	15,878	2
	News	(e)	16,674	1,377	18,051	254	18,305	22
	Total Daily	(me)	21,976	9,221	31,197	2,986	34,183	24
	News-Sun	(S)	17,127	5,507	22,634	892	23,526	11
Steubenville	*Herald-Star**	(e)	11,992	7,907	19,899	630	20,529	..
Toledo	*Blade*	(e)	89,216	50,758	139,974	12,290	152,264	125
Warren	*Chronicle*	(e)	10,392	5,798	16,190	244	16,434	..
Wooster	*Record*	(e)	3,260	6,626	9,886	735	10,621	89
Youngstown	*Vindicator & Telegram*	(e)	45,744	14,630	60,374	3,477	63,851	110
	Sunday edition	(S)	38,480	18,416	56,896	8,366	65,262	17
Zanesville	Times-Recorder	(m)	7,535	11,867	19,402	1,327	20,729	..
	Signal	(e)	5,766	1,995	7,761	106	7,867	..
	Total Daily	(me)	13,301	13,862	27,163	1,433	28,596	..

OKLAHOMA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Ada	*News*	(x)	3,074	3,087	6,161	323	6,484	..
	Sunday edition	(S)	3,141	3,083	6,224	328	6,552	..
Ardmore	*Ardmoreite**	(x)	3,351	3,909	7,260	676	7,936	4
	Sunday edition*	(S)	3,399	3,947	7,346	696	8,042	4
Bartlesville	Examiner	(n)	2,740	3,166	5,906	449	6,355	10
	Enterprise	(x)	2,876	1,618	4,494	317	4,811	12
	Total Daily	(me)	5,616	4,784	10,400	766	11,166	22
	Sunday edition	(S)	4,618	4,626	9,244	761	10,005	10
	(Statement for period May 21, to Sept. 30, 1939)							
	Examiner	(n)	3,160	3,418	6,578	433	7,011	9
	Enterprise	(e)	3,386	1,963	5,349	459	5,808	12
	Total Daily	(me)	6,546	5,381	11,927	892	12,819	21
	Sunday edition	(S)	3,276	3,433	6,709	434	7,143	9
	(Statement for period April 1, to May 20, 1939)							
Blackwell	*Journal*	(x)	(Release delayed because of non-compliance with bylaws and rules.)					
	Sunday edition	(S)						
Chickasha	*Express*	(x)	2,591	3,146	5,737	242	5,979	24
	Sunday edition	(S)	2,589	3,147	5,736	238	5,974	26
Duncan	*Banner*	(x)	2,037	2,212	4,249	198	4,447	..
	Sunday edition	(S)	2,056	2,221	4,277	198	4,475	..
Enid	News	(n)	4,480	6,248	10,728	3,746	14,474	18
	Eagle	(e)	4,663	1,078	5,741	582	6,323	16
	Total Daily	(me)	9,143	7,326	16,469	4,328	20,797	34
	Sunday edition	(S)	5,266	6,439	11,705	3,956	15,661	31
McAlester	*News Capital**	(e)	2,436	1,599	4,035	207	4,242	9
Miami	*News-Record*	(x)	3,770	1,446	5,216	981	6,197	..
	Sunday edition	(S)	3,788	1,463	5,251	990	6,241	9
Muskogee	Phoenix	(m)	5,276	3,741	9,017	1,589	10,606	..
	Times-Democrat	(e)	3,955	3,618	7,573	972	8,545	..
	Total Daily	(me)	9,231	7,359	16,590	2,561	19,151	..
	Sunday Phoenix	(S)	6,252	3,237	9,489	1,509	10,998	..
Oklahoma City	Oklahoman	(m)	37,292	35,357	72,649	28,505	101,154	94
	Times	(e)	49,838	26,375	76,213	11,841	88,054	31
	Total Daily	(me)	87,130	61,732	148,862	40,346	189,208	125
	Oklahoman	(S)	53,153	56,297	109,450	43,667	153,117	825

(*Continued on page* 141)



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CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 140)

OKLAHOMA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Okmulgee	Times	(n)	3,276	4,696	7,972	91	8,063	..
	Times-Democrat	(S)	3,334	4,797	8,131	98	8,229	..
Ponca City	*News*	(x)	4,285	4,640	8,925	341	9,266	4
	Sunday edition	(S)	4,294	4,647	8,941	358	9,299	..
Seminole	*Producer*	(e)	2,330	4,106	6,436	84	6,520	..
	Sunday edition	(S)	2,345	4,116	6,461	84	6,545	..
Shawnee	News	(n)	3,829	5,922	9,751	229	9,980	..
	Star	(x)	1,962	1,540	3,502	37	3,529	..
	Total Daily	(me)	5,791	7,462	13,253	266	13,519	..
	Sunday News	(S)	4,669	7,101	11,770	272	12,042	13
Tulsa	*Tribune*	(e)	32,886	14,777	47,663	6,811	54,474	76
	Sunday edition	(S)	33,692	14,679	48,371	8,613	56,984	37
	World	(m)	33,668	19,469	53,137	16,039	69,176	32
	Sunday edition	(S)	33,293	19,441	52,734	17,446	70,180	32

OREGON

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Albany	*Democrat-Herald*	(e)	1,694	2,197	3,891	256	4,147	13
Astoria	*Budget*	(e)	2,567	1,628	4,195	200	4,395	..
Baker	*Democrat-Herald*	(e)	1,722	674	2,396	130	2,526	..
Bend	*Bulletin*	(e)	2,381	685	3,066	136	3,202	..
Eugene	News	(n)	1,651	3,606	5,257	1,784	7,041	..
	Sunday edition	(S)	1,792	3,592	5,384	1,760	7,144	..
	Register-Guard	(e)	6,008	6,772	12,780	1,946	14,726	..
	Sunday edition	(S)	5,964	6,778	12,742	1,954	14,696	..
Grants Pass	*Courier*	(e)	1,772	1,410	3,182	239	3,421	..
Klamath Falls	News	(n)	279	2,283	2,562	124	2,686	14
	Herald	(e)	4,987	359	5,346	126	5,472	20
	Total Daily	(me)	5,266	2,642	7,908	250	8,158	34
	Sunday News	(S)	392	2,337	2,729	124	2,853	14
Marshfield	*Coos Bay Times*	(e)	2,783	1,736	4,519	201	4,720	15
Medford	*Mail*	(x)	2,764	2,667	5,431	337	5,768	27
	Sunday edition	(S)	2,788	2,676	5,464	343	5,087	26
Pendleton	*East Oregonian*	(e)	1,953	1,356	3,309	201	3,510	..
Portland	*Oregon Journal*	(e)	75,027	30,392	105,419	35,109	140,528	210
	Sunday edition	(S)	50,588	21,834	72,422	40,713	113,135	83
			(Statement for period from Aug. 22 to Sept. 30, 1939)					
	Oregon Journal	(e)	55,493	21,973	77,466	24,820	102,286	473
	Sunday edition	(S)	48,217	20,579	68,796	37,056	105,852	237
			(Statement for period from April 1, to Aug. 21, 1939)					
	Oregonian	(m)	50,921	24,061	74,982	49,606	124,588	337
	Sunday edition	(S)	62,783	27,303	90,086	68,672	158,758	115
Salem	*Capital Journal*	(e)	5,038	4,481	9,519	518	10,037	108
	Oregon Statesman	(n)	4,108	4,481	8,859	715	9,304	..
	Sunday edition	(S)	4,406	4,478	8,884	720	9,604	..
The Dalles	*Chronicle*	(e)	1,845	607	2,452	115	2,567	..

PENNSYLVANIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Allentown	Call	(m)	25,320	16,002	41,322	4,269	45,591	..
	Chronicle	(e)	14,381	1,809	16,190	193	16,383	..
	Total Daily	(me)	39,701	17,811	57,512	4,462	61,974	..
	Sunday edition	(S)	25,531	10,405	35,936	1,787	37,723	..
Altoona	*Mirror**	(e)	15,610	5,518	21,128	1,757	22,885	96
	Tribune*	(m)	6,137	1,601	7,738	913	8,651	38

PENNSYLVANIA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Bethlehem	*Globe-Times*	(e)	13,825	3,139	16,964	2,367	19,331	8
Bradford	Era	(m)	4,270	3,115	7,385	456	7,841	31
Carlisle	*Sentinel*	(e)	2,611	1,542	4,153	433	4,586	7
Chambersburg	*Public Opinion*	(e)	3,277	3,515	6,792	407	7,199	..
Chester	*Times*	(e)	12,427	9,150	21,577	1,035	22,612	..
Connellsville	*Courier*	(e)	3,176	3,940	7,116	436	7,552	26
Easton	*Express*	(e)	18,177	11,195	29,372	1,697	31,069	1
Erie	*Dispatch-Herald*	(e)	21,766	6,680	28,446	5,959	34,405	..
	Sunday edition	(S)	21,068	3,375	24,443	2,049	26,492	..
	Times	(e)	23,992	7,310	31,302	7,150	38,452	..
Greensburg	Review	(m)	2,660	2,474	5,134	195	5,329	26
	Tribune	(e)	2,983	2,491	5,474	81	5,555	..
	Total Daily	(me)	5,643	4,965	10,608	276	10,884	26
Greenville	*Record-Argus**	(e)	1,946	1,780	3,726	364	4,090	..
Harrisburg	Patriot	(m)	9,638	4,284	13,922	1,943	15,865	4
	News	(e)	24,044	15,825	39,869	21,484	61,353	2
	Total Daily	(me)	33,682	20,109	53,791	23,427	77,218	6
	Telegraph	(e)	18,638	9,222	27,860	11,379	39,239	..
Johnstown	Democrat	(m)	7,628	10,437	18,065	505	18,570	..
	Tribune	(e)	18,455	11,070	29,525	610	30,135	..
	Total Daily	(me)	26,083	21,507	47,590	1,115	48,705	..
Kittanning	*Simpson's Leader-Times**	(e)	4,130	2,829	6,959	322	7,281	1
Lancaster	Intelligencer-Journal	(m)	10,426	9,014	19,440	1,605	21,045	..
	New Era	(e)	23,812	8,694	32,506	818	33,324	..
	Total Daily	(me)	34,238	17,708	51,946	2,423	54,369	..
	Sunday News	(S)	17,715	7,635	25,350	2,130	27,480	..
Lansdale	*North Penn Reporter*	(e)	1,517	1,540	3,057	158	3,215	17
Lewistown	*Sentinel*	(e)	4,731	4,380	9,111	346	9,457	43
McKeesport	*News*	(e)	12,243	9,111	21,354	427	21,781	..
Meadville	Tribune Republican*	(m)	2,379	4,613	6,992	299	7,291	66
	*Republican**	(e)	2,328	....	2,328	11	2,339	..
	Total Daily*	(me)	4,707	4,613	9,320	310	9,630	66
Mount Carmel	*Item*	(e)	3,754	892	4,646	158	4,804	14
New Castle	*News**	(e)	12,587	3,929	16,516	837	17,353	40
Norristown	*Times-Herald*	(e)	6,472	5,486	11,958	330	12,288	..
Oil City	Derrick	(m)	4,545	3,867	8,412	442	8,854	58
Philadelphia	*Bulletin*	(e)	296,156	122,016	418,172	22,303	440,475	358
	Inquirer	(m)	206,062	103,879	309,941	74,918	384,859	469
	Sunday edition	(S)	290,923	213,566	504,489	517,177	1,021,666	131
	News	(e)	107,912	14,738	122,650	8,960	131,610	43
	Public Ledger	(e)	113,822	48,277	162,099	6,287	168,386	245
	Record	(m)	116,383	52,683	169,066	49,769	218,835	293
	Sunday edition	(S)	135,307	93,865	229,172	126,148	355,320	96
Pittsburgh	Post-Gazette	(m)	102,788	51,730	154,518	64,910	219,428	501
	Press	(e)	142,762	44,267	187,029	19,444	206,473	151
	Sunday edition	(S)	143,332	82,152	225,484	96,397	321,881	96
	Sun-Telegraph	(e)	94,944	44,808	139,752	18,467	158,219	284
	Sunday edition	(S)	121,873	118,919	240,792	146,170	386,962	114
Pottstown	Herald	(m)	(Publication ceased with the Sept. 22, 1939 issue)					
	Mercury-News*	(m)	4,151	6,838	10,989	412	11,401	..
Pottsville	*Republican**	(e)	4,130	6,844	10,974	3,268	14,242	..
Reading	*Eagle*	(e)	26,520	18,799	45,319	3,502	48,821	32
	Sunday edition	(S)	19,717	9,602	29,319	609	29,928	6
	Times	(m)	21,841	11,921	33,762	3,393	37,155	..
Sayre	*Times*	(e)	4,343	378	4,721	343	5,064	..
Scranton	Scrantonian*	(S)	21,358	12,018	33,376	6,844	40,220	..
	*Times**	(e)	34,870	17,840	52,710	1,359	54,069	126
	Tribune*	(m)	23,250	17,375	40,625	1,984	42,609	78
Sharon	*Herald*	(e)	9,352	4,425	13,777	242	14,019	31
Shenandoah	*Herald*	(e)	3,165	2,964	6,129	188	6,317	1
Stroudsburg	*Record*	(e)	2,686	1,448	4,134	330	4,464	54
Sunbury	*Item*	(e)	6,972	6,018	12,990	672	13,662	63

(*Continued on page* 142)

The Scranton Times

SCRANTON'S FIRST NEWSPAPER

Largest Circulation

in the

Leading City

of the

World's Foremost Anthracite Coal Region

NATIONAL ADVERTISING REPRESENTATIVES

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CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 141)

PENNSYLVANIA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Titusville	Herald	(m)	1,969	2,037	4,006	851	4,857	3
Uniontown	Herald	(m)	3,082	3,734	6,816	547	7,363	1
	Genius	(e)	2,678	5,119	7,797	350	8,147	1
	Total Daily	(me)	5,760	8,853	14,613	897	15,510	2
	News-Standard	(e)	4,773	7,186	11,959	1,219	13,178	25
Washington	Observer	(m)	1,664	8,372	10,036	438	10,474	..
	Reporter	(e)	6,063	516	6,579	204	6,783	..
	Total Daily	(me)	7,727	8,888	16,615	642	17,257	..
West Chester	*Local News*	(e)	2,954	3,903	6,857	2,351	9,208	..
Wilkes-Barre	Record	(m)	12,491	11,634	24,125	1,835	25,960	59
			(Statement for 5 months ending Sept. 30, 1939)					
	Times-Leader, News	(e)	17,996	21,423	39,419	1,124	40,543	..
			(Statement for 5 months ending Sept. 30, 1939)					
Williamsport	Gazette & Bulletin	(m)	1,603	4,106	5,709	260	5,969	..
	Sun	(e)	12,830	4,835	17,665	406	18,071	7
	Total Daily	(me)	14,433	8,941	23,374	666	24,040	7

RHODE ISLAND

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Pawtucket	*Times*	(e)	23,597	7,415	31,012	601	31,613	1
Providence	*Bulletin*	(e)	78,802	25,635	104,437	4,007	108,444	8
	Journal	(m)	20,120	13,373	33,493	3,547	37,040	6
	Sunday Journal	(S)	59,320	43,864	103,184	7,960	111,144	10
Westerly	*Sun*	(e)	2,918	1,588	4,506	237	4,743	51
	Sunday edition	(S)	2,810	1,713	4,523	240	4,763	1
West Warwick	*Pawtucket Valley Times*	(e)	3,097	887	3,984	65	4,049	..
Woonsocket	*Call & Reporter*	(e)	10,799	5,772	16,571	317	16,888	2

SOUTH CAROLINA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Anderson	Independent	(m)	2,429	3,267	5,696	728	6,424	..
	Mail	(e)	2,759	1,339	4,098	107	4,205	..
	Total Daily	(me)	5,188	4,606	9,794	835	10,629	..
	Independent	(S)	3,286	2,126	5,412	684	6,096	..
Charleston	News & Courier	(m)	6,945	8,809	15,754	7,932	23,686	..
	Post	(e)	12,245	3,178	15,423	362	15,785	..
	Total Daily	(me)	19,190	11,987	31,177	8,294	39,471	....
	News & Courier	(S)	9,665	9,504	19,169	8,131	27,300	..
Columbia	*Record*	(e)	13,282	9,713	22,995	7,133	30,128	19
	State	(m)	12,463	12,313	24,776	11,636	36,412	41
	Sunday edition	(S)	12,787	12,355	25,142	11,934	37,076	42
Greenville	News	(m)	10,723	23,864	34,587	2,829	37,416	..
	Piedmont	(e)	10,444	5,412	15,856	190	16,046	..
	Total Daily	(me)	21,167	29,276	50,443	3,019	53,462	..
	News	(S)	11,195	22,749	33,944	2,944	36,888	..
Spartanburg	Herald	(m)	4,639	10,307	14,946	230	15,176	..
	Journal	(e)	5,067	1,707	6,774	37	6,811	5
	Total Daily	(me)	9,706	12,014	21,720	267	21,987	5
	Sunday edition	(S)	8,215	12,358	20,573	280	20,853	..

SOUTH DAKOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Aberdeen	American	(n)	393	6,116	6,509	1,612	8,121	64
	News	(e)	3,551	857	4,408	486	4,894	1
	Total Daily	(me)	3,944	6,973	10,917	2,098	13,015	65
	American-News	(S)	3,683	6,841	10,524	2,073	12,597	55

SOUTH DAKOTA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Huron	*Huronite*	(e)	2,904	4,600	7,504	519	8,023	..
Mitchell	*Republic*	(e)	2,197	6,514	8,711	1,756	10,467	4
Rapid City	*Journal*	(e)	4,100	6,072	10,172	369	10,541	..
Sioux Falls	*Argus-Leader*	(e)	9,998	20,140	30,138	10,946	41,084	3
	Sunday edition	(S)	9,539	4,019	13,558	2,523	16,081	..
Watertown	*Public Opinion*	(e)	2,310	3,315	5,625	435	6,060	7

TENNESSEE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Chattanooga	*Free Press*	(e)	17,359	6,358	23,717	4,116	27,833	..
	Sunday edition	(S)	16,253	6,113	22,366	3,984	26,350	..
	News	(e)	19,069	8,523	27,592	2,061	29,653	16
	Times	(m)	26,508	14,333	40,841	5,172	46,013	277
	Sunday edition	(S)	26,442	10,131	36,573	4,676	41,249	248
Clarksville	*Leaf-Chronicle*	(e)	(Release delayed because of non-compliance with bylaws and rules.)					
Johnson City	Chronicle	(m)	751	1,317	2,068	1,653	3,721	..
	Press & Staff News	(e)	4,074	4,436	8,510	1,238	9,748	..
	Total Daily	(me)	4,825	5,753	10,578	2,891	13,469	..
	Sunday edition	(S)	4,966	6,901	11,867	3,092	14,959	..
Kingsport	*Times**	(x)	3,021	3,690	6,711	130	6,841	..
	Sunday edition*	(S)	3,429	3,977	7,406	129	7,535	..
Knoxville	Journal	(m)	16,676	28,057	44,733	5,762	50,495	30
	Sunday edition	(S)	18,920	35,156	54,076	5,768	59,844	283
	News-Sentinel	(e)	24,407	14,858	39,265	14,577	53,842	43
	Sunday edition	(S)	24,930	24,002	48,932	22,144	71,076	478
Memphis	Commercial Appeal	(m)	49,355	28,105	77,460	39,752	117,212	66
	Sunday edition	(S)	55,016	33,199	88,215	52,511	140,726	49
	Press-Scimitar	(e)	46,431	21,008	67,439	21,457	88,896	108
Nashville	*Banner*	(e)	30,424	27,583	58,007	5,521	63,528	..
	Tennessean	(m)	31,577	26,505	58,082	5,412	63,494	35
	Sunday edition	(S)	51,509	42,979	94,488	9,384	103,872	37

TEXAS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Amarillo	News	(m)	7,220	12,065	19,285	1,224	20,509	21
	Globe	(e)	9,328	987	10,315	62	10,377	4
	Total Daily	(me)	16,548	13,052	29,600	1,286	30,886	25
	News-Globe	(S)	11,176	13,761	24,937	1,506	26,443	14
Austin	American	(m)	10,004	6,416	16,420	836	17,256	8
	Statesman	(e)	11,757	3,795	15,552	986	16,538	13
	Total Daily	(me)	21,761	10,211	31,972	1,822	33,794	21
	American Statesman	(S)	17,736	11,066	28,802	1,875	30,677	22
Beaumont	Enterprise	(m)	10,249	11,580	21,829	5,785	27,614	..
	Journal	(e)	10,399	6,231	16,630	1,658	18,288	..
	Total Daily	(me)	20,648	17,811	38,459	7,443	45,902	..
	Enterprise	(S)	12,770	16,010	28,780	7,867	36,647	..
Brownsville	*Herald**	(e)	2,236	4,626	6,862	184	7,046	3
Corpus Christi	Caller*	(m)	7,555	4,656	12,511	329	12,840	34
	*Times**	(e)	7,435	1,910	9,345	71	9,416	..
	Total Daily*	(me)	15,290	6,566	21,856	400	22,256	34
	Caller-Times*	(S)	10,029	5,773	15,802	460	16,262	34
Dallas	*Dispatch-Journal*	(e)	39,350	15,628	54,978	8,082	63,060	33
	News	(m)	46,801	28,162	74,963	26,928	101,891	135
	Sunday edition	(S)	46,107	29,845	75,952	34,815	110,767	115
	Times-Herald	(e)	62,784	20,358	83,142	3,714	86,856	10
	Sunday edition	(S)	62,526	21,390	83,916	4,274	88,190	10
Denton	*Record-Chronicle*	(e)	1,855	575	2,430	159	2,589	..

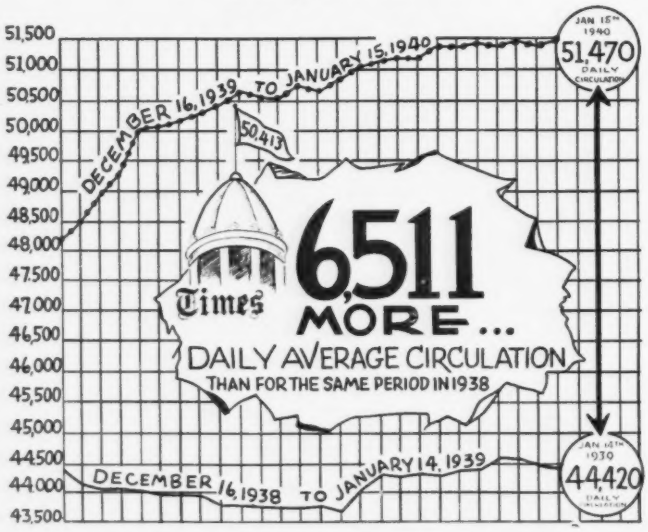
(*Continued on page* 143)

50,000 PLUS!

The Chattanooga Times DAILY AVERAGE CIRCULATION

For the Period Beginning December 16, 1939 and Ending January 15, 1940 was

50,413



The Chattanooga Times

National Representatives: JOHN B. WOODWARD, INC.

CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 142*)

TEXAS—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
El Paso	*Herald-Post*	(e)	14,901	6,543	21,444	243	21,687	..
	Times	(m)	13,502	8,608	22,110	272	22,382	..
	Sunday edition	(S)	14,145	9,089	23,234	332	23,566	..
Fort Worth	*Press*	(e)	23,925	9,159	33,084	2,693	35,777	63
	Star-Telegram	(m)	23,145	10,964	34,109	61,926	96,035	172
	Star-Telegram	(e)	43,175	16,244	59,419	16,892	76,311	104
	Total Daily	(me)	66,320	27,208	93,528	78,818	172,346	276
	Sunday edition	(S)	38,826	17,002	55,828	74,112	129,940	166
Galveston	News	(m)	7,862	1,434	9,296	733	10,029	12
	Tribune	(e)	8,678	401	9,079	116	9,195	..
	Total Daily	(me)	16,540	1,835	18,375	849	19,224	12
	Sunday edition	(S)	11,581	1,829	13,410	810	14,220	..
Harlingen	Valley Morning Star	(m)	1,468	5,689	7,157	254	7,411	..
Henderson	*News*	(x)	1,215	2,797	4,012	112	4,124	5
	Sunday edition	(S)	1,276	2,802	4,078	112	4,190	28
Houston	*Chronicle*	(e)	61,424	24,307	85,731	20,185	105,916	296
	Sunday edition	(S)	63,964	24,308	88,272	23,231	111,503	59
	Post	(m)	49,470	27,697	77,167	14,408	91,575	92
	Sunday edition	(S)	58,612	28,593	87,205	18,689	105,894	83
	Press	(e)	45,548	11,729	57,277	3,364	60,641	99
Port Arthur	*News*	(e)	10,270	....	....	1,068	11,338	..
	Sunday edition	(S)	10,389	....	....	1,094	11,483	..
San Antonio	Express*	(m)	26,953	....	....	22,682	49,635	83
	*News**	(e)	35,244	....	....	20,852	56,096	1
	Sunday edition*	(S)	41,877	....	....	42,016	83,893	209
	*Light**	(e)	31,048	....	....	21,114	52,162	138
	Sunday edition*	(S)	39,963	....	....	36,199	76,162	..
Sherman	*Democrat**	(x)	3,463	3,581	7,044	219	7,263	..
	Sunday edition*	(S)	3,582	3,727	7,309	218	7,527	..
Temple	Telegram	(m)	2,788	6,056	8,844	601	9,445	..
	Sunday edition	(S)	3,051	6,242	9,293	586	9,879	..
Tyler	Telegraph	(m)	2,801	7,933	10,794	776	11,570	..
	Courier-Times	(x)	4,178	606	4,784	133	4,917	..
	Total Daily	(me)	7,039	8,539	15,578	909	16,487	..
	Sunday edition	(S)	5,350	8,533	13,883	906	14,789	..
Waco	News-Tribune	(m)	5,458	7,580	13,038	1,371	14,409	..
	Times-Herald	(e)	6,687	6,051	12,738	1,667	14,405	..
	Total Daily	(me)	12,145	13,631	25,776	3,038	28,814	..
	Tribune-Herald	(S)	12,349	15,657	28,006	2,926	30,932	..
Wichita Falls	Record-News	(m)	5,351	8,399	13,750	3,005	16,755	..
	Times	(e)	8,417	4,467	12,884	1,936	14,820	..
	Total Daily	(me)	13,768	12,866	26,634	4,941	31,575	..
	Sunday edition	(S)	12,146	13,681	25,827	4,903	30,730	..

UTAH

Logan	*Herald-Journal**	(e)	1,741	1,968	3,709	197	3,906	..
Ogden	*Standard Examiner**	(e)	7,893	3,041	10,934	1,408	12,342	..
	Sunday edition*	(S)	8,630	3,182	11,812	1,502	13,314	..
Provo	*Herald**	(e)	3,732	705	4,437	130	4,567	3
	Sunday edition*	(S)	3,729	704	4,433	130	4,563	3
Salt Lake City	*Deseret News**	(e)	12,510	10,861	23,371	11,502	34,873	104
	Tribune*	(m)	19,271	13,820	33,091	25,431	58,522	115
	*Telegram**	(e)	17,824	5,752	23,576	1,533	25,109	27
	Total Daily*	(me)	37,095	19,572	56,667	26,964	83,631	142
	Tribune*	(S)	36,205	23,445	59,650	34,985	94,635	129

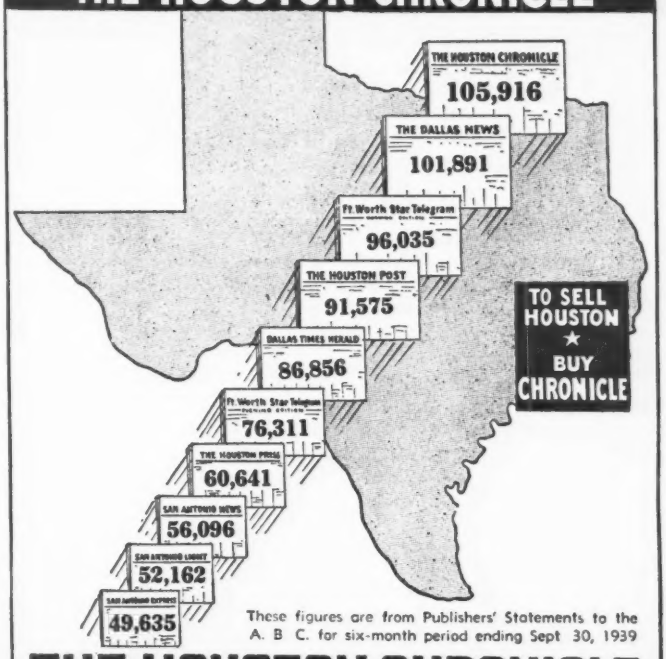
VERMONT

Barre	*Times*	(e)	2,869	3,514	6,383	797	7,180	7
Burlington	Free Press	(m)	5,159	9,907	15,066	3,102	18,168	3
	News	(e)	4,585	721	5,306	193	5,499	..
Rutland	Herald	(m)	3,854	9,307	13,161	1,839	15,000	19

(*Continued on page 144*)

Largest Daily in Texas

THE HOUSTON CHRONICLE



These figures are from Publishers' Statements to the A. B. C. for six-month period ending Sept 30, 1939

THE HOUSTON CHRONICLE

LEADS THE SOUTH IN NATIONAL ADVERTISING

R. W. McCARTHY
Manager National Advertising

THE BRANHAM COMPANY
National Representatives

★Advertisers and Agencies have their eyes on Texas, and, more specifically, on "The Square," rich trading area covered by THE FORT WORTH STAR-TELEGRAM

★There are 421,942 families in "The Square" and in 1938 these prosperous people spent $438,010,000 for retail purchases from over 24,000 dealers.

★The circulation of THE FORT WORTH STAR-TELEGRAM is now over 130,000 Sunday—over 174,000 daily. This newspaper offers the advertiser 27% SUNDAY COVERAGE of the 421,942 families in "The Square"—37.6% DAILY COVERAGE. Write for market maps and other interesting data.

CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 143)

VIRGINIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Alexandria	*Gazette*	(e)	4,256	1,352	5,608	135	5,743	..
Bristol	Herald-Courier*	(m)	3,761	3,942	7,703	4,359	12,062	..
	*News-Bulletin**	(e)	2,181	110	2,291	41	2,332	..
	Total Daily*	(me)	5,942	4,052	9,994	4,400	14,394	..
	Herald-Courier*	(S)	5,706	4,540	10,246	4,799	15,045	..
Clifton Forge	*Review*	(e)	1,152	184	1,336	188	1,524	1
Danville	Register	(n)	6,535	3,734	10,269	471	10,740	..
	Bee	(e)	8,390	2,333	10,723	314	11,037	..
	Total Daily	(me)	14,925	6,067	20,992	785	21,777	..
	Sunday edition	(S)	6,858	3,838	10,696	548	11,244	..
Harrisonburg	News-Record	(m)	1,716	5,707	7,423	713	8,136	50
Lynchburg	News*	(n)	3,841	4,514	8,355	1,614	9,969	100
	*Advance**	(e)	7,954	1,328	9,282	102	9,384	..
	Total Daily*	(me)	11,795	5,842	17,637	1,716	19,353	100
	Sunday edition*	(S)	5,028	5,066	10,094	1,630	11,724	..
Newport News	Press	(m)	2,137	4,970	7,107	114	7,221	145
	Times-Herald	(e)	6,636	3,831	10,467	43	10,510	48
	Total Daily	(me)	8,773	8,801	17,574	157	17,731	193
	Press	(S)	4,137	7,061	11,198	188	11,386	126
Norfolk	Virginian Pilot	(m)	31,925	8,859	40,784	5,137	45,921	32
	Ledger-Dispatch	(e)	29,387	5,336	34,723	9,633	44,356	25
	Total Daily	(me)	61,312	14,195	75,507	14,770	90,277	57
	Virginian Pilot	(S)	32,945	8,666	41,611	4,361	45,972	13
Richmond	*News Leader*	(e)	52,062	11,985	64,047	23,186	87,233	99
	Times-Dispatch	(m)	37,763	12,068	49,831	32,345	82,176	141
	Sunday edition	(S)	42,059	12,947	55,006	33,545	88,551	110
Roanoke	Times*	(m)	6,205	11,951	18,156	11,034	29,190	78
	*World-News**	(e)	17,920	4,142	22,062	937	22,999	..
	Total Daily*	(me)	24,125	16,093	40,218	11,971	52,189	78
	Sunday Times*	(S)	17,877	14,999	32,876	11,450	44,326	61
Staunton	News-Leader	(n)	790	3,935	4,725	498	5,223	..
	Leader	(e)	2,807	317	3,124	66	3,190	..
	Total Daily	(me)	3,597	4,252	7,849	564	8,413	..
	News-Leader	(S)	1,542	3,905	5,447	497	5,944	..
Strasburg	Northern Virginia*	(m)	352	4,372	4,724	981	5,705	1
Winchester	*Star*	(e)	2,211	1,993	4,204	603	4,807	..

WASHINGTON

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Bremerton	*News-Searchlight*	(e)	3,478	878	4,356	125	4,481	..
	Sun	(e)	2,343	1,806	4,149	123	4,272	..
Centralia	*Chronicle*	(e)	3,469	1,020	4,489	199	4,688	..
Port Angeles	*News*	(e)	2,342	1,128	3,470	147	3,617	..
Seattle	Post-Intelligencer	(m)	49,905	17,827	67,732	30,231	97,963	85
	Sunday edition	(S)	58,888	27,363	86,251	111,140	197,391	29
	Star	(e)	42,639	15,318	57,957	13,492	71,449	148
	Times	(e)	69,493	16,947	86,440	12,911	99,351	98
	Sunday edition	(S)	72,720	22,368	95,088	34,453	129,541	74
Spokane	*Chronicle*	(e)	26,784	24,922	51,706	2,095	53,801	179
	Spokesman-Review	(m)	20,169	28,949	49,118	13,777	62,895	195
	Sunday edition	(S)	30,981	36,534	67,515	18,186	85,701	178
Tacoma	*News-Tribune*	(e)	19,421	14,076	33,497	4,805	38,302	15
	Sunday edition	(S)	22,999	11,075	34,074	1,585	35,659	29
	Times	(e)	21,508	9,838	31,346	1,819	33,165	50
Wenatchee	*World**	(e)	3,704	7,009	10,713	1,293	12,006	5

WEST VIRGINIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Beckley	Post-Herald*	(m)	1,824	6,004	7,828	154	7,982	..
	*Register**	(x)	2,432	4,689	7,121	99	7,220	..
	Total Daily*	(me)	4,256	10,693	14,949	253	15,202	..
	Register*	(S)	4,195	11,612	15,807	465	16,272	..
Bluefield	Telegraph	(n)	3,826	8,695	12,521	561	13,082	..
	Sunset News	(c)	1,437	903	2,340	27	2,367	..
	Total Daily	(me)	5,263	9,598	14,861	588	15,449	..
	Telegraph	(S)	5,286	14,196	19,482	928	20,410	..
Charleston	Gazette*	(m)	17,957	25,108	43,065	10,077	53,142	222
	Sunday edition*	(S)	18,951	27,443	46,394	12,398	58,792	165
	*Mail**	(e)	17,104	14,756	31,860	3,072	34,932	..
	Sunday edition*	(S)	17,381	16,388	33,769	3,442	37,211	..
Clarksburg	Exponent	(n)	3,619	6,877	10,496	6,088	16,584	..
	Telegram	(e)	7,116	8,258	15,374	3,049	18,423	24
	Total Daily	(me)	10,735	15,135	25,870	9,137	35,007	24
	Exponent Telegram	(S)	8,451	14,903	23,354	11,327	34,681	..
Fairmont	Times	(m)	2,493	2,158	4,651	332	4,983	..
	West Virginian	(x)	3,313	1,646	4,959	131	5,090	..
	Total Daily	(me)	5,806	3,804	9,610	463	10,073	..
	Times-West Virginian	(S)	5,842	4,094	9,936	520	10,456	..
Huntington	Herald-Dispatch*	(m)	9,700	5,020	14,720	1,449	16,169	..
	*Advertiser**	(e)	13,766	1,493	15,259	199	15,458	..
	Total Daily*	(me)	23,466	6,513	29,979	1,648	31,627	..
	Herald-Advertiser*	(S)	18,568	5,802	24,370	1,671	26,041	27
Martinsburg	*Journal*	(e)	3,248	2,195	5,443	233	5,676	3
Morgantown	Dominion News	(m)	2,576	2,566	5,142	273	5,415	..
	Post	(e)	3,542	1,708	5,250	174	5,424	..
	Total Daily	(me)	6,118	4,274	10,392	447	10,839	..
Parkersburg	News	(m)	2,823	2,971	5,794	540	6,334	..
	Sunday edition	(S)	6,204	3,908	10,112	780	10,892	..
	Sentinel	(e)	8,443	4,408	12,851	400	13,251	6
Wheeling	Intelligencer*	(m)	6,314	6,155	12,469	2,697	15,166	26
	*News-Register**	(e)	13,877	3,632	17,509	501	18,010	..
	Sunday edition*	(S)	14,679	9,733	24,412	1,386	25,798	..

WISCONSIN

THE NATION'S DAIRYLAND

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CHIPPEWA FALLS
HERALD-TELEGRAM

MANITOWOC
HERALD-TIMES

TWO RIVERS
REPORTER

WISCONSIN

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Appleton	*Post-Crescent*	(e)	6,684	9,805	16,489	441	16,930	..
Beloit	*News*	(e)	6,215	3,561	9,776	328	10,104	2
Chippewa Falls	*Herald-Telegram*	(e)	1,981	2,885	4,866	391	5,257	18
Eau Claire	Leader	(n)	1,882	7,300	9,182	766	9,948	..
	Telegram	(e)	5,376	184	5,560	111	5,671	..
	Total Daily	(me)	7,258	7,484	14,742	877	15,619	..
	Leader	(S)	1,888	7,370	9,258	763	10,021	..
Fond Du Lac	*Commonwealth Reporter*	(e)	5,475	6,505	11,980	615	12,595	8
Green Bay	*Press-Gazette*	(e)	11,677	9,749	21,426	1,525	22,951	5
Janesville	*Gazette*	(e)	5,589	8,553	14,142	200	14,342	1
Kenosha	*News*	(e)	10,907	1,309	12,216	447	12,663	..
La Crosse	*Tribune & Leader-Press*	(e)	8,589	7,453	16,042	380	16,422	1
Madison	*Capital Times**	(e)	11,911	11,513	23,424	3,431	26,855	8
	Sunday edition*	(S)	11,039	11,503	22,542	3,410	25,952	..
	*Wisconsin State Journal**	(e)	12,808	9,334	22,142	2,311	24,453	..
	Sunday edition*	(S)	12,174	9,360	21,534	2,317	23,851	..
Manitowoc	*Herald-Times*	(e)	5,375	5,279	10,654	311	10,965	..
Marinette	*Eagle-Star*	(e)	3,046	2,658	5,704	181	5,885	48
Marshfield	*News-Herald*	(e)	1,857	3,876	5,733	175	5,908	2
Milwaukee	*Journal*	(e)	160,531	40,094	200,625	43,200	243,825	..
	Sunday edition	(S)	128,386	49,693	178,079	81,588	259,667	..
	Sentinel	(m)	54,521	21,260	75,781	52,344	128,125	332
	News-Sentinel	(S)	65,256	30,899	96,155	91,533	187,688	189
Oshkosh	*Northwestern*	(e)	10,296	4,056	14,352	467	14,819	..
Racine	*Journal-Times*	(e)	15,648	2,975	18,623	348	18,971	2
Sheboygan	*Press*	(e)	9,716	8,633	18,349	1,195	19,544	5
Superior	*Telegram*	(e)	7,007	7,148	14,155	3,685	17,840	91
Wausau	*Record-Herald*	(e)	5,939	3,722	9,661	233	9,894	..

WYOMING

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Casper	*Tribune-Herald*	(x)	5,176	2,156	7,332	480	7,812	..
	Sunday edition	(S)	5,248	2,177	7,425	505	7,930	..
Cheyenne	Eagle	(n)	6,562	2,073	8,635	1,394	10,029	225
	State Tribune	(x)	4,080	2,071	6,151	3,435	9,586	12
	Total Daily	(me)	10,642	4,144	14,786	4,829	19,615	237
	Sunday edition	(S)	4,141	2,078	6,219	3,439	9,658	..
Laramie	Bulletin	(n)	2,748	291	3,039	243	3,282	..
	Republican-Boomerang	(x)	1,629	248	1,877	233	2,110	27
	Total Daily	(me)	4,377	539	4,916	476	5,392	27
	Republican-Boomerang	(S)	1,623	251	1,874	235	2,109	27
Rock Springs	Rocket	(n)	2,212	1,566	3,778	111	3,889	..
Sheridan	*Press*	(x)	2,685	2,196	4,881	1,159	6,040	3
	Sunday edition	(S)	2,807	2,205	5,012	1,180	6,192	4

DOMINION OF CANADA

ALBERTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Calgary	Albertan*	(m)	6,217	5,398	11,615	2,307	13,922	2
	Saturday edition*	(k)	6,504	6,876	13,380	2,703	16,083	8
	*Herald**	(e)	17,276	10,389	27,665	883	28,548	..
Edmonton	*Bulletin**	(e)	7,243	6,195	13,438	747	14,185	1
	*Journal**	(e)	17,652	12,872	30,524	796	31,320	27
Lethbridge	*Herald*	(e)	2,952	3,619	6,571	565	7,136	..
Medicine Hat	*News*	(e)	1,354	201	1,555	86	1,641	27

(*Continued on page* 145)

Roanoke, Va.

meets all the requirements of an ideal

Test Market

1. ROANOKE is completely isolated and self-contained.
2. ROANOKE is a city of well diversified industries—160 in all—paced by the Norfolk & Western Railway and the Viscose Co. of Virginia.
3. In addition to having a large industrial population, ROANOKE is surrounded by a rich farm market.
4. The population of ROANOKE is mainly American stock—81% native white.
5. Sales per family in ROANOKE are well above the average for Virginia and the nation—$1,475 a year.
6. ROANOKE is a city where there are good and progressive retail outlets.
7. ROANOKE is a city in which high newspaper coverage can be secured economically, and where a manufacturer can be assured of the cooperation of its local newspaper.

. . . Test in ROANOKE during 1940!

ROANOKE TIMES and WORLD-NEWS

Represented by

Sawyer-Ferguson-Walker Company

NEW YORK CHICAGO DETROIT

CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 144*)

CANADA—Continued

BRITISH COLUMBIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Nelson	News*	(m)	1,511	4,085	5,596	163	5,759	75
Prince Rupert	*News*	(e)	1,003	522	1,525	80	1,605	..
Vancouver	News-Herald	(m)	17,596	2,285	19,881	1,022	20,993	64
	Province	(e)	51,940	10,167	62,107	20,937	83,044	226
	Sun	(e)	42,064	8,831	50,895	16,928	67,823	227
Victoria	Colonist	(n)	7,646	3,091	10,737	1,681	12,418	22
	Sunday edition	(S)	12,578	3,260	15,838	1,834	17,672	39
	Times	(x)	9,076	2,568	11,644	427	12,071	17
	Saturday edition	(y)	11,399	2,645	14,044	459	14,503	17

MANITOBA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Winnipeg	Free Press	(m)	4,346	23	4,369	74	4,443	140
	Free Press	(e)	35,089	2,694	37,783	22,529	60,312	159
	Total Daily	(me)	39,435	2,717	42,152	22,603	64,755	299
	Tribune	(e)	23,241	1,598	24,839	13,313	38,152	161

NEW BRUNSWICK

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Saint John	Telegraph-Journal	(m)	2,926	6,129	9,055	11,042	20,097	6
	Times-Globe	(e)	13,123	1,448	14,571	607	15,178	6
	Total Daily	(me)	16,049	7,577	23,626	11,649	35,275	12

NOVA SCOTIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Halifax	Chronicle	(m)	3,003	11,149	14,152	648	14,800	26
	Star	(e)	7,047	5,964	13,011	168	13,179	18
	Total Daily	(me)	10,050	17,113	27,163	816	27,979	44
	Herald	(m)	3,417	24,486	27,903	2,823	30,726	82
	Mail	(e)	14,893	11,569	26,462	658	27,120	11
	Total Daily	(me)	18,310	36,055	54,365	3,481	57,846	93
New Glasgow	*News*	(e)	2,235	819	3,054	58	3,112	..
Sydney	*Post-Record*	(e)	4,708	7,464	12,172	1,715	13,887	..

ONTARIO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Brantford	*Expositor*	(e)	7,722	3,921	11,643	403	12,046	7
Brockville	*Recorder & Times*	(e)	2,297	2,065	4,362	359	4,721	2
Chatham	*News*	(e)	3,577	3,846	7,423	218	7,641	..
Fort William	*Times-Journal*	(e)	5,530	956	6,486	290	6,776	4
Galt	*Reporter*	(e)	4,589	1,3 .2	5,891	139	6,030	1
Guelph	*Mercury*	(e)	4,810	2,393	7,203	298	7,501	..
Hamilton	*Spectator*	(e)	42,606	10,525	53,131	3,089	56,220	10
Kingston	*Whig-Standard*	(e)	5,796	4,406	10,202	413	10,615	36
Kitchener	*Record*	(e)	9,596	3,120	12,716	566	13,282	11
Lindsay	*Post*	(e)	1,009	459	1,468	91	1,559	..
London	Free Press	(m)	2,952	19,739	22,691	6,595	29,286	22
	Free Press	(e)	19,363	1,838	21,201	423	21,624	4
	Total Daily	(me)	22,315	21,577	43,892	7,018	50,910	26
Niagara Falls	*Review*	(e)	4,938	1,793	6,731	92	6,823	..
Oshawa	*Times*	(x)	2,341	140	2,481	97	2,578	8
Ottawa	Citizen	(m)	4,145	2,269	6,414	338	6,752	67
	Citizen	(e)	22,965	3,116	26,081	642	26,723	25
	Total Daily	(me)	27,110	5,385	32,495	980	33,475	92
	Journal	(m)	2,245	3,242	5,487	2,413	7,900	70
	Journal	(e)	16,881	8,095	24,976	993	25,969	42
	Total Daily	(me)	19,126	11,337	30,463	3,406	33,869	112
	Le Droit	(e)	9,112	6,047	15,159	4,642	19,801	..
Owen Sound	*Sun-Times*	(e)	2,607	4,842	7,449	265	7,714	..
Peterborough	*Examiner*	(e)	5,675	2,542	8,217	259	8,476	..
Port Arthur	*News-Chronicle*	(e)	4,158	1,078	5,236	260	5,496	..
St. Catherines	*Standard*	(e)	7,047	4,132	11,179	302	11,481	21
St. Thomas	*Times-Journal*	(e)	4,275	3,542	7,817	548	8,365	..
Sarnia	*Canadian Observer**	(e)	4,504	2,162	6,666	197	6,863	3
Sault Ste. Marie	*Star**	(e)	4,926	1,676	6,602	337	6,939	1
Stratford	*Beacon-Herald*	(e)	3,380	4,091	7,471	512	7,983	13
Timmins	*Press*	(e)	3,851	779	4,630	569	5,199	..
Toronto	Globe & Mail	(m)	76,417	13,393	89,810	72,306	162,116	322
	Star	(e)	125,481	24,809	150,290	69,302	219,592	24
	Telegram	(e)	108,123	13,107	121,230	19,969	141,199	..
Windsor	*Star*	(e)	25,847	8,958	34,805	10,595	45,400	..
Woodstock	*Sentinel-Review**	(e)	3,748	2,080	5,828	483	6,311	..

PRINCE EDWARD ISLAND

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Charlottetown	Guardian	(m)	1,779	3,953	5,732	279	6,011	261
	Patriot	(e)	2,074	1,789	3,863	144	4,007	266

QUEBEC

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Montreal	Gazette	(m)	24,280	1,066	25,346	8,399	33,745	..
	Herald	(x)	21,927	54	21,981	1,364	23,345	..
	Saturday edition	(y)	15,676	54	15,730	1,444	17,174	..
	La Patrie	(x)	4,830	1,955	6,785	4,879	11,664	7
	Saturday edition	(y)	10,515	2,822	13,337	12,890	26,227	..
	Sunday edition	(S)	54,969	9,924	64,893	49,040	113,933	..
	La Presse	(x)	103,315	12,322	115,637	24,940	140,577	..
	U. S. edition	(x)	....	....	....	9,023	9,023	..
	Total Mon. to Fri.	(x)	103,315	12,322	115,637	33,963	149,600	..
	Saturday edition	(y)	105,407	16,025	121,432	48,819	170,251	..
	U. S. edition	(y)	....	....	....	9,023	9,023	..
	Total Saturday edition	(y)	105,407	16,025	121,432	57,842	179,274	..
	Le Canada	(m)	9,106	965	10,071	2,597	12,668	75
	Le Devoir	(e)	5,835	1,336	7,171	5,605	12,776	24
	Le Petit Journal	(S)	51,551	5,731	57,282	28,155	85,437	..
	L'Illustration Nouvelle	(m)	10,207	464	10,671	953	11,624	..
	Star	(e)	96,977	1,963	98,940	20,406	119,346	7
Quebec	*Chronicle-Telegraph*	(e)	3,606	167	3,773	1,179	4,952	..
	L'Action Catholique	(e)	13,373	3,387	16,760	35,050	51,810	7
	L'Evenement Journal	(m)	7,744	722	8,466	11,377	19,843	..
	Le Soleil	(e)	20,568	2,450	23,018	27,194	50,212	..
	Total Daily	(me)	28,312	3,172	31,484	38,571	70,055	..
Sherbrooke	*La Tribune*	(e)	3,447	3,713	7,160	974	8,134	..
	Record	(e)	2,190	3,367	5,557	2,404	7,961	..
Trois Rivieres (Three Rivers)	*Le Nouvelliste*	(e)	5,061	4,363	9,424	725	10,149	..

SASKATCHEWAN

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Moose Jaw	*Times-Herald*	(e)	3,426	854	4,280	291	4,571	1
Prince Albert	*Herald*	(e)	2,196	1,006	3,202	137	3,339	..
Regina	*Leader-Post*	(e)	11,690	7,112	18,802	9,793	28,595	72
	Star	(e)	4,126	2,288	6,414	4,687	11,101	2
Saskatoon	*Star-Phoenix*	(e)	8,979	10,558	19,537	1,355	20,892	..

REPUBLIC OF MEXICO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Mexico City	El Universal	(m)	61,197	11,876	73,073	19,498	92,571	15
	Sunday edition	(S)	79,740	14,535	94,275	21,307	115,582	4
	El Universal Grafico	(e)	33,480	2,444	35,924	1,238	37,162	..

WEEKLY NEWSPAPERS

CONNECTICUT

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Greenwich	Press*	(j)	3,114	....	....	337	3,451	40

DISTRICT OF COLUMBIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Washington	Afro-American	(j)	20,070	11	20,081	....	20,081	..

ILLINOIS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Chicago	Svenska Amerikanaren Tribunen	(j)	....	....	....	....	52,373	..
Des Plaines	Journal	(j)	1,745	154	1,899	29	1,928	..
Oak Park	Oak Leaves	(j)	13,485	....	....	850	14,335	9

MARYLAND

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Baltimore	Afro-American	(W)	....	....	....	....	53,098	..

MICHIGAN

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Bad Axe	Huron County Tribune	(f)	392	2,024	2,416	299	2,715	..

MINNESOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Virginia	Range Facts	(j)	1,181	3,995	5,176	804	5,980	..

MISSOURI

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Kansas City	Call	(f)	11,829	883	12,712	7,433	20,145	..
St. Louis	Sporting News	(j)	....	....	....	....	94,009	145

NEW JERSEY

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Flemington	Hunterdon County Democrat*	(j)	937	1,446	2,383	1,016	3,399	..
Red Bank	Register*	(j)	3,748	1,657	5,405	920	6,325	82
Sussex	Independent	(j)	666	1,360	2,026	1,021	3,047	7
Wildwood	Leader	(j)	1,907	382	2,289	509	2,798	10

NEW YORK

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Brooklyn	Jewish Examiner	(f)	30,262	....	30,262	24,867	55,219	..
	Nordisk Tidende	(j)	5,932	....	5,932	3,735	9,667	50
New York	Amsterdam News*	(W)	29,769	2,741	32,510	3,331	35,841	..
	Chief	(W)	58,058	1,870	59,928	1,556	61,484	364
Scarsdale	Inquirer	(f)	1,901	....	....	628	2,529	8

OREGON

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Enterprise	Chieftian	(j)	434	405	839	275	1,114	..
Hillsboro	Argus	(j)	677	1,756	2,433	251	2,684	20
McMinnville	Telephone Register	(j)	665	900	1,565	193	1,758	..

PENNSYLVANIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Philadelphia	Afro-American	(W)	10,329	2,741	13,070	4,089	17,159	..
	Tribune	(j)	7,632	745	8,377	807	9,184	..
Upper Darby	69th St. News	(j)	(Statement in correspondence)					

TEXAS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Houston	Informer	(W)	7,671	855	8,526	5,042	13,568	..

VIRGINIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Norfolk	Journal & Guide	(W)	7,762	2,212	9,974	20,118	30,092	..

DOMINION OF CANADA

ONTARIO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Cornwall	Standard-Freeholder*	(tri-w)	3,281	2,774	6,055	701	6,756	..
Lindsay	Post	(j)	7	1,284	1,291	1,069	2,360	..
Toronto	Northern Miner	(j)	....	....	....	....	14,272	..
	Star	(W)	....	....	....	....	382,918	669

QUEBEC

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Montreal	Standard	(W)	....	....	....	....	93,730	226

FOREIGN LANGUAGE DAILY NEWSPAPERS

CALIFORNIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Los Angeles	Opinion	(ms)	(Release delayed because of non-compliance with bylaws and rules.)					

ILLINOIS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Chicago	*Abendpost*	(e)	16,704	1,660	18,364	3,383	21,747	2
	Sunday edition	(S)	12,614	1,985	14,599	2,322	16,921	7
	Polish Zgoda	(e)	18,010	2,260	20,270	3,496	23,766	8
	Jewish Forward	(m)	13,337	267	13,604	13,076	26,680	..
	Sunday edition	(S)	13,312	303	13,615	17,287	30,902	..
	Svenska Amerikanaren Tribunen	(j)	....	....	....	....	52,373	..

NEW HAMPSHIRE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Manchester	*L'Avenir National*	(e)	1,740	172	1,912	251	2,163	10

NEW YORK

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Brooklyn	Jewish Examiner	(f)	30,262	....	30,262	24,867	55,219	..
	Nordisk Tidende	(j)	5,932	....	5,932	3,735	9,667	50
New York	*Atlantis*	(e)	3,740	445	4,185	7,466	11,651	..
	Sunday edition	(S)	4,572	503	5,075	9,202	14,277	..
	Corriere D'America	(m)	20,858	3,540	24,398	7,264	31,662	..
	Sunday edition	(S)	14,724	3,283	18,007	6,862	24,869	..
	Jewish Day	(x)	41,614	4,156	45,770	19,881	65,651	..
	Saturday edition	(v)	52,800	4,614	57,414	20,713	78,127	..
	Sunday edition	(S)	52,105	4,654	56,759	21,280	78,039	..
	Il Progresso Italo-Americano	(m)	40,004	11,943	51,947	28,991	80,938	..
	Sunday edition	(S)	33,640	11,918	45,558	31,275	76,833	..
	Jewish Forward	(x)	65,240	7,529	72,769	31,019	103,788	..
	Saturday edition	(k)	81,449	8,146	89,595	33,042	122,637	..
	Sunday edition	(S)	73,615	8,422	82,037	41,026	123,063	..
	Jewish Journal & News	(m)	55,481	3,063	58,544	14,054	72,598	..
	Sunday edition	(S)	51,356	3,087	54,443	14,250	68,693	..
	La Prensa	(m)	6,648	613	7,261	1,415	8,676	..
	Polish Nowy Swiat	(m)	9,743	4,843	14,586	4,905	19,491	..
	Sunday edition	(S)	5,884	3,685	9,569	2,535	12,104	..
	Staats-Zeitung & Herold	(m)	34,888	9,704	44,592	3,410	48,002	..
	Sunday edition	(S)	38,903	14,732	53,635	9,419	63,054	..

TEXAS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
San Antonio	La Prensa	(m)	(Release delayed because of non-compliance with bylaws and rules.)					
	Sunday edition	(S)						

NEWSPAPER COLOR, MAGAZINE AND COMIC SECTIONS

(Number indicates number of colors used)

ALABAMA

Birmingham News (4)
Dothan Eagle (4)
Mobile Press-Register (4)
Montgomery Advertiser (4)

ARIZONA

Phoenix Republic & Gazette (4)

ARKANSAS

Fort Smith Southwest Times-Record (4)
Little Rock Democrat (4)
Little Rock Gazette (4)

CALIFORNIA

Fresno Bee (4)
Long Beach Press-Telegram (4)
Los Angeles Times (4)
Modesto Bee (4)
Oakland Tribune (4)
Pasadena Post (4)
Sacramento Bee (4)
Sacramento Union (4)
San Bernardino Sun & Telegram (4)
San Diego Sun (4)
San Diego Union & Tribune (4)
San Francisco Chronicle (4)

COLORADO

Alamosa Courier (2)
Colorado Springs Gazette-Telegraph (2)
Denver Post (4)
Denver Rocky Mountain News (4)
Pueblo Star-Journal & Sunday Chieftain (4)
Trinidad Chronicle-News (4)

CONNECTICUT

Bridgeport Herald (4)
Bridgeport Post (4)
Hartford Courant (4)
New Haven Register (4)
Norwich Sunday Record
Waterbury Republican (4)

DELAWARE

Wilmington Star (4)

DISTRICT OF COLUMBIA

Washington Post (4)
Washington Star

FLORIDA

Daytona Beach News-Journal
Jacksonville Journal (2)
Jacksonville Times-Union (4)
Miami Herald
Miami News
Orlando Sentinel Reporter-Star
Pensacola Journal (4)
St. Petersburg Times (4)
Tampa Times (4)
Tampa Tribune (4)
West Palm Beach Post-Times

GEORGIA

Albany Herald (4)
Atlanta Constitution (4)
Atlanta Journal (4)
Augusta Chronicle (4)
Columbus Ledger-Enquirer (4)
Macon Telegraph & News (4)
Savannah News (4)

HAWAII

Hilo Tribune-Herald (4)
Honolulu Advertiser (4)
Honolulu Star-Bulletin (4)

IDAHO

Boise Idaho Statesman (3)

ILLINOIS

Aurora Beacon-News
Bloomington-Pantagraph
Champaign-Urbana Courier (4)
Champaign-Urbana News-Gazette (4)
Chicago Dziennik Zwiazkowy (Polish) (3)
Chicago Herald American (4)
Chicago News (4)
Chicago Times (4)
Chicago Tribune (4)
Danville Commercial-News
Decatur Herald-Review (4)
East St. Louis Journal (4)
Peoria Journal-Transcript
Peoria Star
Rockford Star (4)
Springfield Illinois State Journal (4)
Springfield State Register

INDIANA

Anderson Herald
Evansville Courier and Press (4)
Fort Wayne Journal-Gazette (4)
Fort Wayne News-Sentinel (4)
Indianapolis Star (4)
Lafayette Journal & Courier
Marion Chronicle-Tribune
Muncie Star (4)
South Bend Tribune (4)
Terre Haute Tribune & Star
Vincennes Post (4)

IOWA

Cedar Rapids Gazette (4)
Des Moines Register (4)
Dubuque Telegraph-Herald
Sioux City Journal (4)
Sioux City Tribune (4)

KANSAS

Arkansas City Traveler (4)
Emporia Gazette (4)
Hutchinson News-Herald (4)
Independence Reporter (4)
Manhattan Chronicle and Mercury
Pittsburgh Headlight & Sun
Topeka Capital (4)
Topeka State Journal (4)
Wichita Beacon (4)
Wichita Eagle (4)

KENTUCKY

Lexington Herald Leader (4)
Louisville Courier-Journal (4)
Paducah Sun-Democrat (4)

LOUISIANA

Monroe World-News-Star (4)
New Orleans Item Tribune (4)
New Orleans Times-Picayune & States (4)
Shreveport Times

MAINE

Bangor News (4)
Lewiston Journal
Portland Sunday Telegram

MARYLAND

Baltimore Sun (4)
Cumberland Times (4)

(Continued on page 147)

Getting More Advertising because Getting More Business for Advertisers

1,318,242
Lines Gained in 1939

San Antonio Express and San Antonio Evening News continue to forge ahead in both circulation and advertising, as they have been doing for the past five years.

14,555,760 Lines of Paid Advertising in 1939
13,237,518 Lines of Paid Advertising in 1938
1,318,242 Lines Gained in 1939

This record reflects the perfect regional circulation coverage of The Express and The Evening News, and the indispensable part they play in the daily life of San Antonio and its rich trade territory.

This record was achieved notwithstanding the fact that considerable proffered advertising copy was rejected as not conforming with these two newspapers' high advertising standard.

The Express (morning) and The Evening News are separate and distinct newspapers—each with its own news and editorial staff.

San Antonio Express
SAN ANTONIO EVENING NEWS
Texas' Foremost Newspapers

NEWSPAPER COLOR, MAGAZINE AND COMIC SECTIONS—Continued

(Number indicates number of colors used)

(*Continued from page* 146)

MASSACHUSETTS

Boston Christian Science Monitor (4)
Boston Globe (4)
Boston Herald
Boston Post
Lawrence Sunday Sun (4)
Lynn Telegram-News (4)
New Bedford Standard-Times (4)
Springfield Union-Republican
Worcester Telegram (4)

MICHIGAN

Battle Creek Enquirer & News (4)
Battle Creek Moon-Journal (4)
Detroit Dziennik Polski
Detroit Free Press (4)
Detroit News (4)
Grand Rapids Herald (4)

MINNESOTA

Duluth News-Tribune (4)
Minneapolis Star-Journal (4)
Minneapolis Tribune (4)
St. Paul Dispatch & Pioneer Press (4)

MISSISSIPPI

Greenville Delta Democrat-Times
Jackson Clarion-Ledger News (4)
Meridian Star (4)
Vicksburg Herald (4)

MISSOURI

Joplin Globe (4)
Kansas City Journal (4)
Kansas City Sunday Star (4)
St. Joseph News-Press (4)
St. Louis Globe-Democrat (4)
St. Louis Post-Dispatch (4)
Springfield News & Leader (4)

MONTANA

Billings Gazette (4)
Butte Standard Post
Great Falls Tribune (4)
Missoula Missoulian (4)

NEBRASKA

Grand Island Independent
Lincoln Journal-Star (4)
Omaha World-Herald (4)

NEW JERSEY

Newark Call (4)
Newark Star-Ledger (4)
New Brunswick Times
Trenton Times

NEW MEXICO

Albuquerque Journal (4)
Clovis News-Journal (4)
Hobbs News-Sun (4)
Las Cruces Sun (4)
Roswell Dispatch (4)
Santa Fe New Mexican

NEW YORK

Brooklyn Eagle (4)
Buffalo Courier Express (4)
Elmira Sunday Telegram (4)
Jamaica Long Island Press (4)
New York Herald Tribune (4)
New York Journal-American (4)
New York Mirror (4)
New York News (4)
New York Times (4)
Rochester Democrat & Chronicle (4)
Rochester Times-Union (4)
Syracuse Post-Standard (4)
Troy Observer
Utica Observer-Dispatch (4)

NORTH CAROLINA

Asheville Citizen-Times (4)
Burlington Times-News (4)
Charlotte News (4)
Charlotte Observer
Durham Herald-Sun (4)
Elizabeth City Advance (4)
Greensboro News (4)
High Point Enterprise (4)
Raleigh News & Observer (4)
Raleigh Times (4)
Salisbury Post
Wilmington Star News (4)
Winston-Salem Journal & Sentinel (4)

OHIO

Akron Beacon Journal (4)
Canton Repository (4)
Cincinnati Enquirer (4)
Cleveland Plain Dealer (4)
Columbus Citizen (4)
Columbus Dispatch (4)
Columbus Sunday Star (4)
Dayton Journal-Herald (4)
Dayton News (4)
Lima News
Middletown News-Journal (4)
Portsmouth Times (4)
Springfield News-Sun (4)
Toledo Times (4)
Youngstown Vindicator & Telegram (4)
Zanesville Times-Signal (4)

OKLAHOMA

Enid News (4)
Muskogee Phoenix & Times-Democrat (4)
Oklahoma City Oklahoman (4)
Okmulgee Times (2)
Ponca City News (4)
Shawnee News-Star
Tulsa Tribune (4)
Tulsa World (4)

OREGON

Portland Oregonian (4)
Portland Oregon Journal (4)

PENNSYLVANIA

Erie Dispatch-Herald (4)
Lancaster News
Philadelphia Inquirer (4)
Philadelphia Record (4)
Pittsburgh Press (4)
Pittsburgh Sun-Telegraph (4)
Reading Eagle
Scranton Scrantonian (4)
Wilkes-Barre Independent (4)

RHODE ISLAND

Providence Journal (4)

SOUTH CAROLINA

Anderson Independent-Tribune (4)
Charleston News & Courier (4)
Columbia Record (2)
Columbia State (4)
Greenville News
Spartanburg Herald-Journal (4)

SOUTH DAKOTA

Sioux Falls Argus Leader (4)

TENNESSEE

Chattanooga Free Press (4)
Chattanooga Times (4)
Jackson Sun (4)
Johnson City Press Chronicle (4)
Kingsport Times (4)
Knoxville Journal (4)
Knoxville News-Sentinel (4)
Memphis Commercial-Appeal (4)
Nashville Tennessean (4)

TEXAS

Abilene Reporter-News (4)
Amarillo Globe-News (4)
Austin American Statesman
Austin Tribune
Beaumont Enterprise Journal (4)
Big Spring Herald (4)
Brenham Banner Press (4)
Brownwood Bulletin (4)
Corpus Christi Caller Times (4)
Dallas News (4)
Dallas Times-Herald (4)
El Paso El Continental (4)
El Paso Times (4)
Fort Worth Star-Telegram (4)
Gainesville Register (4)
Galveston News & Tribune (4)
Houston Chronicle (4)
Houston Post (4)
Kilgore News
Longview News-Journal (4)
Lubbock Avalanche-Journal (4)
Lufkin News (4)
Marshall News Messenger (4)
Palestine Herald Press (4)
Pampa News (4)
Paris News (4)
Port Arthur News (3)
San Angelo Standard-Times (4)
San Antonio Express-News (4)
San Antonio La Prensa
Sherman Democrat (4)
Sweetwater Reporter (4)
Taylor Press (4)
Temple Telegram
Tyler Courier Times (4)
Vernon Record (4)
Waco Tribune-Herald
Waxahachie Light (4)
Wichita Falls Times (4)

UTAH

Ogden Standard-Examiner (4)
Salt Lake City Deseret News (4)
Salt Lake City Tribune (4)

VIRGINIA

Danville Register (4)
Lynchburg News
Newport News Press (4)
Norfolk Virginian-Pilot (4)
Petersburg Progress-Index (4)
Portsmouth Star (4)
Richmond News-Leader (4)
Richmond Times Dispatch (4)
Roanoke Times (4)

WASHINGTON

Seattle Times (4)
Spokane Spokesman-Review (4)
Tacoma News Tribune (4)
Tacoma Times (4)

WEST VIRGINIA

Beckley Register (4)
Bluefield Telegraph (3)
Charleston Gazette (4)
Charleston Mail (4)
Clarksburg Exponent-Telegram (4)
Huntington Advertiser - Herald - Dispatch (4)
Parkersburg News
Wheeling Intelligencer & News Register (4)

WISCONSIN

Madison Capital Times and Wisconsin State Journal
Milwaukee Journal (4)
Milwaukee Post (4)
Sheboygan Press (3)
Superior Telegram (3)

WYOMING

Sheridan Press (2)

CANADA

Calgary Albertan (4)
Calgary Herald (4)
Edmonton Journal (4)
Lethbridge Herald
Montreal La Patrie (4)
Montreal, Le Petit Journal (4)
Montreal Standard (4)
Quebec Le Soleil (4)
Regina Leader-Post (3)
Toronto Star Weekly (4)
Vancouver Province (4)
Vancouver Sun (4)
Windsor Star (4)
Winnipeg Free Press (4)
Winnipeg Tribune (4)

ANNOUNCING—

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U. S. NEWSPAPER RADIO AFFILIATIONS

ALABAMA

WSGN, Birmingham, Birmingham News and Age-Herald, 250 watts, day; 100 watts, night; 1,310 kilocycles. Henry P. Johnston, gen. mgr.

WHMA, Anniston, Harry M. Ayers, pres., Anniston Star, 100 watts, 1,420 kilocycles, daytime. (UP) (TP)

ARIZONA

KTAR, Phoenix, Arizona Pub. Co., stockholder in KTAR Broadcasting Co., 1,000 watts, 620 kilocycles. Full time. Richard O. Lewis, gen. mgr. (UP)

KOY, Phoenix, Salt River Valley Broadcasting Company (Prairie Farmer Publishing Company), 1,000 watts, 1,390 kilocycles, Full time. Fred A. Palmer, gen. mgr. (TP)

KVOA, Tucson, Arizona Broadcasting Co. (Arizona Pub. Co., stockholder), 1,000 watts, 1,260 kilocycles. Unlimited.

ARKANSAS

KELD, El Dorado, Radio Enterprises, Inc., 250 watts, 1,370 kilocycles. Full time. F. E. Rolls, mgr. (INS) (TP)

KGHI, Little Rock, Gazette Pub. Co., stockholder in Arkansas Broadcasting Co., 250 watts, 1,200 kilocycles. Full time.

KLRA, Little Rock, Gazette Pub. Co., stockholder in Arkansas Broadcasting Co., 1,000 watts, night; 5,000 watts, day; 1,390 kilocycles. Full time.

CALIFORNIA

KERN, Bakersfield, The McClatchy Broadcasting Company, 100 watts, 1,370 kilocycles. Full time. Robert Stoddard, mgr. (INS)

KIEM, Eureka, Redwood Broadcasting Co., Inc., 1,000 watts, day; 500 watts, night; 1,450 kilocycles. Full time. William B. Smullin, gen. mgr. (UP)

KMJ, Fresno, The McClatchy Broadcasting Company, 5,000 watts, day; 1,000 watts, night; 580 kilocycles. Full time. Keith Collins, mgr. (UP)

KYOS, Merced, Merced Star Publishing Company, 250 watts, 1,040 kilocycles. Daytime operation. J. W. Crews, gen. mgr. (UP)

KTRB, Modesto, Thomas R. McTammany and William H. Bates, Jr., 250 watts, 740 kilocycles. Daytime operation. T. R. McTammany, gen. mgr. (UP)

KIDN, Monterey, Monterey Peninsula Broadcasting Company (Monterey Peninsula Herald), 100 watts, 1,210 kilocycles. Full time. Howard V. Walters, gen. mgr. (TP)

KLX, Oakland, Tribune Bldg. Co., 1,000 watts, 880 kilocycles. Full time. Preston D. Allen, mgr.

KFBK, Sacramento, The McClatchy Broadcasting Company, 10,000 watts, 1,490 kilocycles. Full time. Howard Lane, bus. mgr. (UP)

KYA, San Francisco, Hearst Radio, Inc., 5,000 watts, day; 1,000 watts, night, 1,230 kilocycles. Full time. Reiland Quinn, station mgr. (INS)

KTMS, Santa Barbara, News-Press, 500 watts, 1,220 kilocycles. Full time. Frank V. Webb, Jr., mgr. (INS)

KSRO, Santa Rosa, Press-Democrat Publishing Company, 250 watts day; 100 watts, night; 1,310 kilocycles. Full time. Wilt Gunzendorfer, mgr. (UP) (INS)

KWG, Stockton, McClatchy Broadcasting Company, 100 watts, 1,200 kilocycles. Full time. George Ross, mgr. (UP)

KHUB, Watsonville, John P. Scripps, 250 watts, day; 100 watts, night; 1,310 kilocycles. Full time. John H. Bennett, gen. mgr.

KTKC, Visalia, Tulare, Kings Counties Radio Associates, 1,000 watts, 890 kilocycles. Full time. Charles A. Whitmore, gen. mgr.; pres. Visalia Times-Delta. (UP)

COLORADO

KVOR, Colorado Springs, Out West Broadcasting Company (Oklahoma Publishing Co.) 1,000 watts, 1,270 kilocycles. Full time. Hugh B. Terry, station mgr.

KLZ, Denver, KLZ Broadcasting Company, Inc. (Daily Oklahoman of Oklahoma City), 5,000 watts, day; 1,000 watts, night; 560 kilocycles. Full time. F. W. Meyer, mgr. (INS)

CONNECTICUT

WTHT, Hartford, The Hartford Times, 100 watts, 1,200 kilocycles. Full time. Cedric W. Foster, mgr.

WBRY, Waterbury, American-Republican, Incorporated, 1,000 watts, 1,530 kilocycles. Full time. Erwin J. Frey, bus. mgr. (TP)

DELAWARE

WDEL, Wilmington, WDEL, Incorporated, 500 watts, day; 250 watts, night; 1,120 kilocycles. J. Gorman Walsh, mgr. (TP)

WILM, Wilmington, Delaware Broadcasting Company, 250 watts, day; 100 watts, night; 1,420 kilocycles. Full time. J. Gorman Walsh, mgr. (TP)

DISTRICT OF COLUMBIA

WMAL, Washington, D. C., National Broadcasting Co., Inc., 500 watts, day; 250 night; 630 kilocycles. Full time. (Owned by Evening Star); operated under lease by NBC. (INS) (UP)

FLORIDA

WIOD, Miami, Isle of Dream Broadcasting Corporation (Miami News) 1,000 watts, 610 kilocycles. Full time. Hal Leyshon, gen. mgr. (INS) (UP)

WCOA, Pensacola, Pensacola Broadcasting Company, 1,000 watts, day; 500 watts, night; 1,340 kilocycles. Henry G. Wells, Jr., mgr. (TP)

WTAL, Tallahassee, Florida Capitol Broadcasters, Incorporated, 250 watts, day; 100 watts, night; 1,310 kilocycles. Full time. Gilbert Freeman, pres. (TP)

WDAE, Tampa, Tampa Times Company, 1,000 watts, night; 5,000 watts, day; 1,220 kilocycles. Full time. L. S. Mitchell, mgr. (TP) (INS)

WJHP, Jacksonville, The Metropolis Company (Jacksonville Journal).

GEORGIA

WAGA, Atlanta, Liberty Broadcasting Corporation (Atlanta Journal), 1,000 watts, day; 500 watts, night; 1,450 kilocycles. Full time. Jess M. Swicegood, gen. mgr. (UP)

WSB, Atlanta, Atlanta Journal, 50,000 watts, 740 kilocycles. Full time. Lambdin Kay, gen. mgr.

WMJM, Cordele, Dispatch Pub. Co., Inc., 100 watts, night; 250 watts, day; 1,500 kilocycles. Unlimited.

WAYX, Waycross, Jack Williams, 250 watts, day; 100 watts, night; 1,200 kilocycles. (Waycross Journal-Herald). Full time. John J. Tobola, mgr.

HAWAII

KGMB, Honolulu, Honolulu Broadcasting Company, Ltd., 1,000 watts, 1,320 kilocycles. J. Howard Worrall, gen. mgr. (UP)

KGU, Honolulu Advertising Publishing Co., Ltd., 2,500 watts, 750 kilocycles. Full time. M. A. Mulrony, gen. mgr. (TP)

KHBC, Hilo, Honolulu Broadcasting Co., Ltd., 250 watts, 1,200 kilocycles. J. Howard Worrall, gen. mgr. (UP)

ILLINOIS

WDWS, Champaign, News-Gazette, 250 watts, day; 100 watts, night; 1,370 kilocycles. Full time. Marajen Stevick, station mgr. (UP)

WAAF, Chicago, Chicago Daily Drovers Journal, 1,000 watts, 920 kilocycles. Daytime operation. William E. Hutchinson, gen. mgr. (UP)

WGES, Chicago, Oak Leaves Broadcasting Station, Inc., 1,000 watts, Sunday; 500 watts, week day; 1,360 kilocycles. Gene T. Dyer, mgr.

WGN, Chicago, WGN, Inc. (Chicago Tribune), 50,000 watts, 720 kilocycles. Full time. Quin A. Ryan, gen. mgr. (UP)

WLS, Chicago, Agricultural Broadcasting Co., Prairie Farmer, 50,000 watts, 870 kilocycles. Divides time with WENR. Glenn Snyder, mgr. (TP) (UP)

WDAN, Danville, Northwestern Publishing Company, 250 watts, day; 100 watts, night; 1,500 kilocycles. Full time. E. C. Hewes, gen. mgr. (UP)

WSOY, Decatur, Commodore Broadcasting, Inc. (Decatur Newspapers, Inc., stockholder), 100 watts, night; 250 watts, day; 1,310 kilocycles. Unlimited.

WROK, Rockford, Rockford Broadcasters, Incorporated, 1,000 watts, day; 500 watts, night; 1,410 kilocycles. Full time. Walter M. Roessler, gen. mgr. (UP)

WHBF, Rock Island, The Rock Island Broadcasting Company (Rock Island Argus), 1,000 watts, 1,240 kilocycles. Leslie C. Johnson, gen. mgr. (UP)

WCBS, Springfield, WCBS, Inc. (Illinois State Journal), 250 watts, 1,420 kilocycles. Full time. Harold L. Dewing, mgr. dir. (INS)

WGIL, Galesburg, Galesburg Broadcasting Co., 250 watts, 1,500 kilocycles. Days. Howard A. Miller, pres. and gen. mgr. (INS)

INDIANA

WTRC, Elkhart, Truth Publishing Company, Incorporated, 250 watts, day; 100 watts, night; 1,310 kilocycles. R. R. Baker, gen. mgr. (UP)

WHIP, Hammond, Hammond-Calumet Broadcasting Corporation, 5,000 watts, 1,480 kilocycles. George F. Courrier, gen. mgr. (UP)

WWAE, Hammond, Hammond-Calumet Broadcasting Corporation (Lake County Times), 100 watts, 1,200 kilocycles. Divides time with station WFAM. Doris Keane, mgr. dir. (UP)

WIRE, Indianapolis, Indianapolis Broadcasting, Incorporated (Pulliam Group), 5,000 watts, day; 1,000 watts, night; 1,400 kilocycles. Full time. Robert Bausman, gen. mgr. (UP)

WFAM, South Bend, South Bend Tribune, 100 watts, 1,200 kilocycles. Divides time with WWAE. F. D. Schurz, mgr. dir. (UP)

WSBT, South Bend, South Bend Tribune, 500 watts, 1,360 kilocycles. Divides time with WGES. F. D. Schurz, mgr. dir. (UP) (INS)

WAOV, Vincennes, Vincennes Newspapers, limited.

IOWA

WMT, Cedar Rapids, Iowa Broadcasting Inc., 100 watts, day; 1,420 kilocycles. Un-Co., 5,000 watts, day; 1,000 watts, night; 600 kilocycles. Full time. Sumner D. Quarton, mgr. (UP)

KRNT, Des Moines, Iowa Broadcasting Company (Des Moines Register and Tribune), 5,000 watts, day; 1,000 watts, night; 1,320 kilocycles. Full time. Luther L. Hill, mgr. (INS) (UP)

KSO, Des Moines, Iowa Broadcasting Company (Des Moines Register and Tribune), 5,000 watts, day; 1,000 watts, night; 1,430 kilocycles. Luther L. Hill, mgr. (INS) (UP)

KDTH, Dubuque, Telegraph-Herald, 500 watts, 1,340 kilocycles.

KGLO, Mason City, Mason City Globe-Gazette, 250 watts, 1,210 kilocycles. F. C. Eighmey, mgr. (UP)

KSCJ, Sioux City, Perkins Bros. Company (Sioux City Journal), 5,000 watts, day; 1,000 watts, night; 1,330 kilocycles. Full time. C. W. Corkhill, mgr.

KTRI, Sioux City, Sioux City Broadcasting Co., (Sioux City Tribune), 250 watts day; 100 watts, night; 1,420 kilocycles. Full time. Dietrich Dirks, gen. mgr. (UP)

KANSAS

KGGF, Coffeyville, Hugh J. Powell (Coffeyville Journal), 1,000 watts, 1,010 kilocycles. Divides time with station WNAD winter months only.

KGNO, Dodge City, Dodge City Broadcasting Company, 250 watts, 1,340 kilocycles. Full time. N. C. Peterson, mgr.

KCKN, Kansas City, Capper Publications, 1,000 watts, 1,310 kilocycles. Ellis Atteberry, gen. mgr. (UP)

KSAL, Salina, R. J. Laubengayer, (Salina Journal), 250 watts, days; 100 watts, nights; 1,500 kilocycles. Full time. Merle H. Tucker, mgr.

WIBW, Topeka, Capper Publications, Inc., 5,000 watts, day; 1,000 watts, night; 580 kilocycles. Divides time with station KSAC. Ben Lindy, mgr. (UP)

KFH, Wichita, Radio Station KFH Co., Inc. (Wichita Eagle Broadcasting Service), 5,000 watts, day; 1,000 watts, night; 1,300 kilocycles. M. M. Murdock, gen. mgr. (UP)

KENTUCKY

WCMI, Ashland, Ashland Broadcasting Company (Ashland Publishing Co.), 250 watts, day; 100 watts, night; 1,310 kilocycles. Full time. Gilmore N. Nunn, gen. mgr. (UP)

WLAP, Lexington, American Broadcasting Corp. (Lexington Herald), 250 watts, day; 100 watts, night; 1,420 kilocycles. Full time. Gilmore N. Nunn. (UP)

WHAS, Louisville, Louisville Times, 50,000 watts, 820 kilocycles. Full time. W. L. Coulson, exec. mgr. (UP) (INS)

WOMI, Owensboro, Owensboro Broadcasting Co., 250 watts, day; 100 watts, night; 1,500 kilocycles. Hugh O. Potter, mgr. (Owensboro Messenger & Inquirer).

LOUISIANA

WJBO, Baton Rouge, Baton Rouge Broadcasting Company, Inc., 500 watts, 1,120 kilocycles. Full time. H. Vernon Anderson, gen. mgr. (UP)

KVOL, Lafayette, Evangeline Broadcasting Company, Inc., 250 watts, day; 100 watts, night; 1,310 kilocycles.

KTBS, Shreveport, Tri-State Broadcasting System, Shreveport Times, 1,000 watts, 1,450 kilocycles. Full time. John C. McCormack, gen. mgr. (UP)

KWKH, Shreveport, International Broadcasting Company (Shreveport Times), 50,000 watts, 1,100 kilocycles. Full time. John C. McCormack, gen. mgr. (UP)

MAINE

WGAN, Portland, Portland Broadcasting System, Inc., 500 watts, 640 kilocycles. Guy P. Gannett, pres. (Portland Express & Press-Herald). (UP)

MARYLAND

WBAL, Baltimore, Hearst Radio, Inc., 10,000 watts, 1,060 kilocycles. Full time. H. C. Burke, gen. mgr. (INS) (UP)

MASSACHUSETTS

WNBH, New Bedford, E. Anthony & Sons, Inc., 250 watts, day; 100 watts, night; 1,310 kilocycles. Full time. Irving Vermilya, gen. mgr. (INS)

WTAG, Worcester, Worcester Telegram Publishing Company, Inc., 1,000 watts, 580 kilocycles. Full time. Edward E. Hill, dir.

WLAW, Lawrence, Hildreth & Rogers Co. (Lawrence Eagle-Tribune), 1,000 watts, 680 kilocycles. Irving E. Rogers, station mgr.

MICHIGAN

WELL, Battle Creek, Battle Creek Enquirer and News, 100 watts, 1,420 kilocycles. Full time. D. F. Wayne, gen. mgr.

WHDF, Calumet, Upper Michigan Broadcasting Co., 250 watts, days; 100 watts, nights; 1,370 kilocycles. Full time. John W. Rice, gen. mgr. (Calumet News-Journal).

WDMJ, Marquette, Lake Superior Broadcasting Company, Inc. (Mining Journal), 250 watts, 1,310 kilocycles. Daytime operation. Leo G. Brott, adv. mgr. (TP)

WWJ, Detroit, Evening News Association, 5,000 watts, day; 1,000 watts, night; 920 kilocycles. Full time. W. J. Scripps, gen. mgr. (UP, TP)

MINNESOTA

WEBC, Duluth, Head of the Lakes Broadcasting Company, Inc., 5,000 watts, day; 1,000 watts, night; 1,890 kilocycles. Walter C. Bridges, gen. mgr. (UP)

WMFG, Hibbing, Head of the Lakes Broadcasting Company, Inc., 250 watts, day; 100 watts, night; 1,210 kilocycles. Full time. H. S. Hyett, mgr.

WTCN, Minneapolis-St. Paul, Minneapolis Tribune and St. Paul Dispatch-Pioneer Press, 5,000 watts, day; 1,000 watts, night; 1,250 kilocycles. C. T. Hagman, gen. mgr.

KFAM, St. Cloud, Times Publishing Co., 250 watts, day; 1,420 kilocycles. George B. Bairey, mgr. (UP)

KWNO, Winona, Winona Radio Service, 250 watts, 1,200 kilocycles. Full time. L. L. McCurnin, gen. mgr. (Winona Republican-Herald). (TP)

MISSISSIPPI

WQBC, Vicksburg, Delta Broadcasting Company, Inc., 1,000 watts, 1,360 kilocycles. Daytime operation. L. P. Cashman, pres.

MISSOURI

KFRU, Columbia, St. Louis Star-Times, 1,000 watts, day; 500 watts, night; 630 kilocycles. Divides time with WGBF. C. L. Thomas, gen. mgr. (UP) (INS)

KWOS, Jefferson City, News and Tribune, 250 watts, day; 100 watts, night; 1,310 kilocycles. R. L. Rose, bus. mgr. (UP)

WMBH, Joplin, Joplin Broadcasting Co. (Joplin Globe), 250 watts, day; 100 watts, night; 1,420 kilocycles. Full time. D. J. Poynor, mgr. (UP) (INS)

KCMO, Kansas City, Kansas City Journal Co.

WDAF, Kansas City, Kansas City Star Company, 5,000 watts, day; 1,000 watts,

(Continued on page 149)

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U. S. NEWSPAPER RADIO AFFILIATIONS—Continued

(Continued from page 148)

night; 610 kilocycles. Full time. H. Dean Fitzer, dir.

KWOC, Poplar Bluff, A. L. McCarthy, O. A. Tindrick & J. H. Wolpers (Poplar Bluff American Republic), 100 watts, 1,310 kilocycles, day.

KFEQ, St. Joseph, KFEQ, Inc., 2,500 watts, 680 kilocycles, daytime only. Barton Pitts, pres. (St. Joseph News-Press). (UP)

KSD, St. Louis, St. Louis Post-Dispatch, 5,000 watts, day; 1,000 watts, night; 550 kilocycles. Divides time with KFUO. Geo. M. Burbach, gen. mgr.

KXOK, St. Louis, St. Louis Star-Times Publishing Co., 1,000 watts, 1,250 kilocycles. Full time. R. V. Hamilton, gen. mgr. (INS) (UP)

MONTANA

KFBB, Great Falls, Buttrey Broadcasting, Inc., has stock interest in Great Falls Tribune. 1,000 watts, night; 5,000 watts, day; 1,280 kilocycles.

NEBRASKA

KMMJ, Grand Island, Neb. KMMJ, Inc., owns Clay County Sun. 1,000 watts, 740 kilocycles. Daytime operation.

KHAS, Hastings, Daily Tribune manager has stock interest in Nebraska Broadcasting Co., 250 watts, 1,200 kilocycles. Full time.

KOIL, Omaha, Central States Broadcasting Co., 5,000 watts, day; 1,000 watts, night; 1,260 kilocycles. Full time. Don Searle, gen. mgr. (Lincoln State Journal & Star). (INS)

WJAG, Norfolk, Norfolk Daily News, 1,000 watts, 1,060 kilocycles. Daytime operation. Arthur C. Thomas, station mgr. (UP)

KFAB, Lincoln, KFAB Broadcasting Co., 10,000 watts, 770 kilocycles. Full time. Don Searle, gen. mgr. (Lincoln State Journal & Star). (INS)

KFOR, Lincoln, Cornbelt Broadcasting Corp., 250 watts, day; 100 watts, night; 1,210 kilocycles. Don Searle, gen. mgr. (Lincoln State Journal & Star). (INS)

KOWH, Omaha, World Herald, 500 watts, 660 kilocycles. Daytime. Vernon H. Smith, mgr.

NEVADA

KOH, Reno, McClatchy Newspapers, The Bee, 500 watts, 1,380 kilocycles. Full time. W. D. Warren, mgr. (UP)

NEW JERSEY

WBAB, Atlantic City, Press-Union Pub. Co., 100 watts, night; 250 watts, day; 1,200 kilocycles. Unlimited.

NEW MEXICO

KOB, Albuquerque, Albuquerque Broadcasting Co. (Albuquerque Publishing Co.), 10,000 watts, 1,180 kilocycles. Full time. Frank Quinn, mgr. (INS) (TP) UP)

KLAH, Carlsbad, Jack W. Hawkins and Barney H. Hubbs, 250 watts, day; 100 watts, night; 1,210 kilocycles. Full time. Jack Hawkins, station mgr. (TP)

KICA, Clovis, Western Broadcasters (Lexington Daily Herald), 100 watts, 1,370 kilocycles. Charles C. Alsup, gen. mgr. (TP)

NEW YORK

WABY, Albany, Adirondack Broadcasting Company, Inc., 250 watts, day; 1,370 kilocycles. Full time. Harold E. Smith, gen. mgr. (TP)

WOKO, Albany, WOKO, Inc., 1,000 watts, day; 500 watts, night; 1,430 kilocycles. Harold E. Smith, gen. mgr. (UP) (TP)

WMBO, Auburn, Auburn Publishing Company, 250 watts, 1,310 kilocycles. Frederick L. Keesee, gen. mgr.

WBEN, Buffalo, The Buffalo Evening News, 5,000 watts, day; 1,000 watts, night; 900 kilocycles. Full time. Edgar H. Twamley, station dir. (UP)

WEBR, Buffalo, The Buffalo Evening News, 250 watts, day; 1,310 kilocycles. C. Robert Thompson, station dir. (UP)

WESG, Elmira, Elmira Star-Gazette, Incorporated, 1,000 watts, 850 kilocycles. Daytime operation. Dale L. Taylor, mgr. (UP)

WENY, Elmira Star Gazette, Inc., 250 watts, 1,200 kilocycles. D. L. Taylor, mgr. (UP)

WGNY, Newburgh, Courier Publishing Co., 250 watts, 1,220 kilocycles. Day time. (TP)

WINS, New York City, Hearst Radio, Incorporated, 1,000 watts, 1,180 kilocycles. Daytime operation. Carl Calman, mgr. (INS)

WHLD, Niagara Falls, Gazette Pub. Co., 1,000 watts, 1,260 kilocycles. Days.

WHDL, Inc., Olean (Olean Times-Herald), 250 watts, 1,400 kilocycles. Daytime operation. Thomas L. Brown, st. mgr. (UP)

WMFF, Plattsburg, Plattsburg Broadcasting Corp., 250 watts, 1,310 kilocycles. Full time. George F. Bissell, gen. mgr. (UP)

WHEC, Rochester, WHEC, Incorporated, 1,000 watts, day; 500 watts, night; 1,430 kilocycles. Full time. G. O. Wiig, gen. mgr. (INS)

WFAS, White Plains, Westchester Broadcasting Corp., 100 watts, 1,210 kilocycles. Divides time with WGBB and WBRB. J. Noel Macy, Pres.

NORTH CAROLINA

WWNC, Asheville, Asheville, Citizen-Times Company, 1,000 watts, 570 kilocycles. Full time. Don S. Elias, pres. (UP)

WDNC, Durham, Durham Herald Company, 250 watts, 1,500 kilocycles. Full time. J. F. Jarman, Jr., mgr. (UP)

WGBR, Goldsboro, Eastern Carolina Broadcasting Co. (Goldsboro Pub. Co.), 250 watts, 1,370 kilocycles. Unlimited.

WSJS, Winston-Salem, Piedmont Publishing Company, 250 watts, 1,310 kilocycles. Full time. Norris L. O'Neil, mgr. (UP)

NORTH DAKOTA

WDAY, Fargo, WDAY, Inc., Fargo Forum, 5000 watts, day; 1,000 watts, night; 940 kilocycles. Full time. E. C. Reineke, gen. mgr. (UP) (TP)

OHIO

WPAY, Portsmouth, V B Corp. (Brush-Moore Newspapers), 100 watts, 1,370 kilocycles. Unlimited.

WCPO, Cincinnati, Scripps-Howard Radio, Inc., 250 watts, day; 100 watts, night; 1,200 kilocycles. Full time. M. C. Walters, mgr. (UP)

WKRC, Cincinnati, Times-Star Co., 1,000 watts, night; 5,000 watts, day; 550 kilocycles. Unlimited.

WCLE, Cleveland, United Broadcasting Corporation, 500 watts, 610 kilocycles. H. K. Carpenter, gen. mgr. (UP)

WHK, Cleveland, United Broadcasting Corporation, 5,000 watts, day; 1,000 watts, night; 1,390 kilocycles. H. K. Carpenter, gen. mgr. (UP)

WHKC, Columbus, United Broadcasting Corp. (Cleveland Plain Dealer), 500 watts, 640 kilocycles. Limited time. G. M. Everson, gen. mgr. (UP)

WBNS, Columbus, WBNS, Incorporated, 5,000 watts, day; 1,000 watts, night; 1,430 kilocycles. Richard A. Borel, gen. mgr. (TP) (AP)

WHIO, Dayton, Miami Valley Broadcasting Corporation, 5,000 watts, day; 1,000 watts, night; 1,290 kilocycles. J. Leonard Reinsch, gen. mgr. (UP) (TP)

WKBN, Youngstown, WKBN Broadcasting Corp. (controlled by the Plain Dealer), 500 watts, 570 kilocycles. Divides time with WOSU.W. P. Williamson, Jr., gen. mgr. (TP)

WCOL, Columbus, WCOL, Inc. (Columbus Ohio State Journal), 100 watts, 1,210 kilocycles. Full time. Neal Smith, gen. mgr. (INS)

WICA, Ashtabula, WICA, Inc., 500 watts, 940 kilocycles. R. B. Rowley, mgr. (Ashtabula Star-Beacon). (UP)

WHBC, Canton, Ohio Broadcasting Co., 250 watts, 1,200 kilocycles. Full time. Felix Hinkle, mgr. (Brush-Moore Newspapers, Inc.) (UP)

WCKY, Cincinnati, L. B. Wilson, Inc., 50,000 watts, 1,490 kilocycles. L. B. Wilson, gen. mgr. (TP)

WFMJ, Youngstown, (Youngstown Vindicator), 100 watts, 1,420 kilocycles. Full time. William F. Maag, Jr., gen. mgr. (UP)

OKLAHOMA

KVSO, Ardmore, Ardmoreite Publishing Company, 250 watts, day; 100 watts, night; 1,210 kilocycles. Full time. James Griffith, mgr.

KCRC, Enid, Enid Radiophone Co., 250 watts, 1,360 kilocycles. Full time. Milton B. Garber, mgr.

KBIX, Muskogee, Oklahoma Press Publishing Co., 100 watts, 1,500 kilocycles. Full time. J. H. Speck, mgr.

WKY, Oklahoma City, Oklahoma Publishing Company, 5,000 watts, day; 1,000 watts, night; 1000 kilocycles. Gayle V. Grubb, mgr.

KGFG, Oklahoma City, Oklahoma Broadcasting Co. (Carter Publications of Texas), 100 watts, 1,370 kilocycles. Ivan R. Head, mgr.

KGFF, Shawnee, KGFF Broadcasting Company, Incorporated, 100 watts, night; 250 watts, day; 1,420 kilocycles. Full time. Joseph W. Lee, gen. mgr.

OREGON

KAST, Astoria, Astoria Broadcasting Co. (Astoria Budget), 250 watts, 1,200 kilocycles. Daytime operation. James C. Wallace, mgr.

KBND, Bend Bulletin; 100 watts, night; 250 watts, day; 1,310 kilocycles. Frank H. Logan, Sta. mgr. (UP)

KORE, Eugene, Eugene Broadcasting Station, 250 watts, 1,420 kilocycles. Frank L. Hill, mgr. (UP)

KLBM, La Grande, Sacajawes Inn., 250 watts, 1,420 kilocycles. H. M. Finlay, mgr. (La Grande Observer).

KOOS, Marshfield, Coos Bay Times Pub. Co., 250 watts, 1,200 kilocycles. Ben E. Stone, mgr. (UP)

KALE, Portland, KALE, Incorporated 1,000 watts, 1,300 kilocycles. Unlimited time. Theodore Kooreman, mgr. (INS) (TP)

KEX, Portland, Oregonian Publishing Company, 5,000 watts, 1,160 kilocycles. W. Carey Jennings, mgr. (INS) (TP)

KGW, Portland, Oregonian Publishing Company, 5,000 watts, day; 1,000 watts, night; 620 kilocycles. W. Carey Jennings, mgr. (INS) (TP)

KOIN, Portland, KOIN, Inc. (Portland Journal), 5,000 watts, day; 1,000 watts, night; 940 kilocycles. Full time. C. Roy Hunt, gen. mgr. (INS) (UP)

KRNR, Roseburg, Roseburg News-Review, 250 watts, day; 100 watts, night; 1,500 kilocycles. Marshall H. Pengra, gen. mgr.

PENNSYLVANIA

WSAN, Allentown, WSAN, Inc. (Allentown Call Publishing Co.), 500 watts, 1,440 kilocycles. B. Bryan Musselman, mgr. (TP) (UP)

WCBA, Lehigh Valley Broadcasting Co. (Allentown Call), 500 watts, 1,100 kilocycles. Daytime. (Shares time with WSAN.)

WEST, Easton, Associated Broadcasters, Inc. (newspaper stock ownership), 250 watts, 1,200 kilocycles. Elwood Anderson, sta. mgr. (TP)

WHP, Harrisburg, WHP, Incorporated (Harrisburg Telegraph), 5,000 watts, day; 1,000 watts, night; 1,430 kilocycles. A. K. Redmond, sta. mgr. (TP)

WKBO, Harrisburg, Keystone Broadcasting Corporation, 250 watts, day; 100 watts, night; 1,200 kilocycles. C. G. Moss, mgr. (UP)

WJAC, Johnstown, WJAC, Incorporated, 250 watts, 1,370 kilocycles. J. C. Tully, mgr. (INS)

WGAL, Lancaster, WGAL, Incorporated, 250 watts, 1,500 kilocycles. Walter O. Miller, mgr. (TP)

WHAT, Philadelphia, Independence Broadcasting Company, 100 watts, 1,310 kilocycles. Divides time with station WTEL. Milton Laughlin, gen. mgr.

WCAE, Pittsburgh, WCAE, Incorporated (Sun-Telegraph), 5,000 watts, day; 1,000 watts, night; 1,220 kilocycles. Leonard Kapner, mgr. (INS)

WQAN, Scranton, Scranton Times, 1,000 watts, day; 500 watts, night; 880 kilocycles. Divides time with station WGBI. A. J. O'Malley, dir.

WPIC, Sharon-Herald Broadcasting Co., 250 watts, 780 kilocycles. John Fahnline, Jr., mgr. (UP)

WKOK, Sunbury, Sunbury Broadcasting Corporation, 100 watts, 1,210 kilocycles. B. A. Beck, gen. mgr. (UP)

WRAK, Williamsport, WRAK, Inc., 250 watts, day, 1,370 kilocycles. Full time. George E. Joy, gen. mgr. Williamsport Sun-Gazette). (UP)

WORK, York, York Broadcasting Company, 1,000 watts, 1,320 kilocycles. J. Robert Gulick, mgr. (TP)

SOUTH CAROLINA

WAIM, Anderson, Wilton E. Hall, 100 watts, 1,200 kilocycles. Full time operation. Ennis Bray, station mgr.

WFBC, Greenville, Greenville News-Piedmont Company, 5,000 watts, day; 1,000 watts, night; 1,300 kilocycles. Beverly T. Whitmire, mgr. (UP)

TENNESSEE

WOPI, Bristol, Radiophone Broadcasting Station WOPI, Inc. (stockholder is one-half owner Bristol Pub. Corp.), 250 watts, 1,500 kilocycles.

WTJS, Jackson, Sun Publishing Company, 250 watts, 1,310 kilocycles. Albert A. Stone, gen. mgr. (UP)

WNOX, Knoxville, Scripps-Howard Radio, Inc. (Knoxville News-Sentinel), 5,000 watts, day; 1,000 watts, night; 1,010 kilocycles. Full time. R. B. Westergaard, gen. mgr. (UP)

WMC, Memphis, Memphis Commercial Appeal, Incorporated, 5,000 watts, day; 1,000 watts, night; 780 kilocycles. Full time. H. W. Slavick, gen. mgr.

WMPS, Memphis, Memphis Broadcasting Co., 1,000 watts, day; 500 watts, night; 1,430 kilocycles. J. C. Hanrahan, gen. mgr.

TEXAS

KRBC, Abilene, Reporter Broadcasting Company, 250 watts, day; 1,420 kilocycles. Howard Barrett, gen. mgr. (UP)

KGNC, Amarillo, Plains Radio Broadcasting Company, 2,500 watts, day; 1,000 watts, night; 1,410 kilocycles. O. L. Taylor, pres. (UP)

KRIC, Beaumont, Beaumont Enterprise and Journal, 250 watts, 1,420 kilocycles. Full time. Bert Howell, sta. dir. (TP)

KBST, Big Spring, Big Spring Herald Broadcasting Co., 100 watts, 1,500 kilocycles. Full time. Bert Howell, sta. dir. (TP)

KFGI, Brownsville, Eagle Broadcasting Co. (Corpus Christi Caller-Times), 250 watts, day; 100 watts, night; 1,500 kilocycles. Lawrence D. Yates, gen. mgr. (UP) (INS)

KRIS, Corpus Christi, Gulf Coast Broadcasting Co., 500 watts, 1,330 kilocycles. T. Frank Smith, mgr. (Corpus Christi Caller-Times). (INS)

KRLD, Dallas, KRLD Radio Corp. (Dallas Times-Herald), 50,000 watts, 1,040 kilocycles. Full time. J. W. Runyon, mgr. dir. (INS)

WFAA, Dallas, Dallas News and Dallas Journal, 50,000 watts, 800 kilocycles. Full time. Martin B. Campbell, gen. mgr. (UP)

KROD, El Paso, Dorrance D. Roderick. (El Paso Times). 100 watts, 1,500 kilocycles. Full time. (INS)

WBAP, Fort Worth, Fort Worth Star-Telegram, 50,000 watts, 800 kilocycles. Divides time with station WFAA. Harold V. Hough, gen. mgr.

KGKO, Fort Worth, Amon G. Carter (Fort Worth Star Telegram), 5,000 watts, daily; 1,000 watts, night; 570 kilocycles. Full time. Harold Hough, gen. mgr. (INS)

KGVL, Greenville, Hunt Broadcasting Association, Fred Horton, pres. (Greenville Banner).

KPBC, Houston, Houston Printing Company, 5,000 watts, day; 1,000 watts, night; 920 kilocycles. Full time. Kern Tips, mgr. (UP)

KTRH, Houston, KTRH Broadcasting Co., Houston Chronicle, 5,000 watts, day; 1,000 watts night; 1,290 kilocycles. Full time. (UP). B. F. Orr, sta. mgr.

KOCA, Kilgore, Oil Capitol Broadcasting Assn., 250 watts, 1,210 kilocycles. (Kilgore Daily News). Ray C. Terry, mgr. (UP)

KFYO, Lubbock, Plains Radio Broadcasting Co. (Globe-News Publishing Co., Amarillo), 250 watts, day; 100 watts night; 1,310 kilocycles. Full time. De Witt Landis, mgr. (UP)

KPDN, Pampa, Pampa Daily News, 100 watts, 1,310 kilocycles. Daytime operation. Sidney L. Patterson, mgr. (UP)

KPLT, Paris, North Texas Broadcasting Company, 250 watts, 1,500 kilocycles. Full time. Theodore Kooreman, mgr. (UP)

KIUN, Pecos, Jack W. Hawkins & B. H. Hubbs (Pecos Enterprise), 100 watts, 1,370 kilocycles. Full time.

KTSA, San Antonio, Sunshine Broadcasting Co., Incorporated, 5,000 watts, day; 1,000 watts, night; 550 kilocycles. Full time. G. W. Johnson Hendrick, mgr. (UP)

KRRV, Sherman, Red River Valley Broadcasting Corp., 250 watts, 1,310 kilocycles. L. L. Hendrick, mgr. (UP)

KTEM, Temple, Bell Broadcasting Co. (Temple Telegram), 250 watts, 1,370 kilocycles. Full time. Frank W. Mayborn, gen. mgr. (UP)

KCMC, Texarkana, KCMC, Inc. (Texarkana Newspapers, Inc.), 250 watts, 1,420 kilocycles. Full time. Foster W. Fort, mgr. (UP) (INS)

WACO, Waco, Frontier Broadcasting Co., 250 watts, day; 1,420 kilocycles. (Hearst Radio), Incorporated). J. W. Pate, gen. mgr. (UP)

KRGV, Weslaco, Stockholders have interest in Globe-News Pub. Co., Amarillo.

KWFT, Wichita Falls, Wichita Broadcasting Co. (Post Pub. Co., stockholder), 250 watts, night; 1,000 watts, day; 620 kilocycles. Unlimited.

UTAH

KLO, Ogden, Inter-state Broadcasting Corporation, 5,000 watts, 1,400 kilocycles. Full time. Paul R. Heitmeyer, mgr.

KSL, Salt Lake City, Radio Service Corp. of Utah, 50,000 watts, 1,130 kilocycles. Full time. Ivor Sharp, sta. dir. (UP) (INS)

VERMONT

WCAX, Burlington, Burlington Daily News, Incorporated, 250 watts, day; 100 watts, night; 1,200 kilocycles. John A. Celler, gen. mgr. (UP)

WDEV, Waterbury, Lloyd E. Squier and William G. Ricker, Waterbury Record, 1,000 watts, 550 kilocycles. Full time. Lloyd E. Squier, gen. mgr. (UP)

VIRGINIA

WGH, Newport News, Hampton Roads Broadcasting Cor. (Daily Press, Inc.), 250 watts, 1,310 kilocycles. Edward E. Bishop, staff mgr. (UP)

WTAR, Norfolk, WTAR Radio Corporation (Norfolk Newspaper, Inc.), 5,000 watts, day; 1,000 watts, night; 780 kilocycles. Full time. Campbell Arnoux, gen. mgr. (UP)

WPID, Petersburg, Petersburg Newspaper Corp., 250 watts, day; 100 watts, night; 1,210 kilocycles, except Sunday when WBBL operates.

WRTD, Richmond, Richmond Times-Dispatch, 100 watts, 1,500 kilocycles. Ovelton Maxey, mgr. (UP) (TP)

WRNL, Richmond, Richmond Radio Corp., 500 watts, 880 kilocycles. E. S. Whitlock, man. dir. (Richmond News-Leader).

WDBJ, Roanoke, Times-World Corporation, 1,000 watts, night; 5,000 watts, day; 930 kilocycles. Full time. R. P. Jordan, gen. mgr.

WASHINGTON

KWLK, Longview, Twin City Broadcasting Corp., 250 watts, 780 kilocycles Daytime. A. H. Green, gen. mgr. (Longview Daily News).

KVAN, Vancouver, Vancouver Radio Corp. (Marshfield [Ore.] Coos Bay Times), 250 watts, 880 kilocycles. Walter L. Read, gen. mgr.

WEST VIRGINIA

WJLS, Beckley, Joe L. Smith, Jr. (Beckley Newspapers, Inc.), 250 watts, 210 kilocycles. Unlimited.

WHIS, Bluefield, Daily Telegraph Printing Company, 1,000 watts, 1,410 kilocycles. J. Lindsay Allen, mgr.

WCHS, Charleston, Charleston Broadcasting Company, 5,000 watts, daytime; 580 kilocycles. John A. Kennedy, gen. mgr. (UP)

WBLK, Clarksburg, Exponent Company, 250 watts, day; 100 watts, night; 1,370 kilocycles. John A. Kennedy, gen. mgr (UP)

WSAZ, Huntington, WSAZ, Inc., 1,000 watts, 1,190 kilocycles. W. C. McKellar, gen. mgr. (Huntington Pub. Co.).

WPAR, Parkersburg, Ohio Valley Broadcasting Co., 100 watts, 1,420 kilocycles. John A. Kennedy, gen. mgr. (UP)

WISCONSIN

WEAU, Eau Claire, Central Broadcasting Co., 5,000 watts, 1,050 kilocycles. Daytime operation. John J. Stack, mgr. (UP)

KFIZ, Fond du Lac, Fond du Lac Reporter, 100 watts, 1,420 kilocycles. Lynn N. Fairbanks, mgr. (UP)

WCLO, Janesville, Gazette Ptg. Co., 250 watts, 1,200 kilocycles. Unlimited.

WIBA, Madison, Badger Broadcasting Company, 5,000 watts, day; 1,000 watts, night; 1,280 kilocycles. W. E. Walker, bus. mgr. (INS) (UP)

WISN, Milwaukee, Hearst Radio, Incorporated, 1,000 watts, day; 250 watts, night; 1,120 kilocycles. Full time. G. W. Grignon, mgr. (INS)

WTMJ, Milwaukee, Milwaukee Journal, 1,000 watts, night; 5,000 watts, day; 620 kilocycles. Full time. (UP)

WIBU, Poynette, Wm. C. Forrest, 250 watts, day; 100 watts, night; 1,210 kilocycles. Full time. Wm. C. Forrest, mgr. (UP)

WRJN, Racine, Racine Broadcasting Co., (Racine Journal-Times), 250 watts, day; 100 watts, night; 1,370 kilocycles. Full time. H. J. Newcomb, gen. mgr. (UP)

WHBL, Sheboygan, Sheboygan Press, 1,000 watts, day; 250 watts, night; 1,300 kilocycles. Full time. Ed. Cunniff, sta. dir. (UP)

WYOMING

KWYO, Sheridan, Big Horn Broadcasting Co., 250 watts; 1,370 kilocycles. R. E. Carroll, pres. (TP)

ALASKA

KFAR, Fairbanks, Midnight Sun Broadcasting Co., 1,000 watts; 610 kilocycles. Jack Winston, sta. mgr. (TP)

CANADA

Alberta

CFAC, Alberta, Calgary Herald, owned by South Western Publishers, Ltd. Operated by Taylor, Pearson & Carson Broadcasting Co., Ltd. 1,000 watts, 930 kilocycles. Full time. Gordon S. Henry, mgr.

CJCJ, Alberta, Calgary Albertan Publishers, Ltd., 100 watts, 690 kilocycles. Full time. J. E. Gerke, mgr.

CJCA, Edmonton Northwestern Pub., Ltd., 1,000 watts, 730 kilocycles. Full time. Frank H. Elphicke, mgr.

British Columbia

CFJC, Kamloops, Kamloops Sentinel, Ltd., 1,000 watts, 880 kilocycles. Full time. Ralph E. White, mgr.

CKLN, Nelson, Nelson Daily News, 100 watts, 1,420 kilocycles. Full time. Hume A. Lethbridge, mgr.

CKCD, Vancouver, Vancouver Daily Province, 100 watts, 1,010 kilocycles.

Ontario

CFPL, London, London Free Press, 100 watts, 730 kilocycles. Full time. Philip H. Morris, mgr.

CKSO, Sudbury, Sudbury Star, 1,000 watts, 780 kilocycles. Full time. W. J. Woodill, mgr.

Quebec

CHLP, Montreal, La Patrie, 100 watts, 1,120 kilocycles. Full time. Marcel Lefebvre, dir.

CKAC, Montreal, La Compagnie De Publications De La Presse, Ltee., 5,000 watts, 730 kilocycles. Full time. Phil Lalonde, dir. (TP)

CHLT, Sherbrooke, La Tribune, Ltee., 100 watts, 1,210 kilocycles. Full time. A. Gauthier, mgr.

CHLN, Three Rivers, Le Nouvelliste, 100 watts, 1,420 kilocycles. Full time. George Bourassa, dir.

Saskatchewan

CKCK, Regina, Leader-Post, Ltd., 1,000 watts, 1,010 kilocycles. Gerry Gaetz, mgr. (BUP).

The foregoing stations are owned or controlled by newspapers or are stations in which a newspaper has an interest either as an affiliate, part owner, or through an interlocking directorate. Listing includes, in the following order: Station call letters, city in which studio is located, name of paper, power, kilocycle channel, operating time, name of manager and subscription to a commercial press service. The three services offering news for sale to stations are United Press (UP), International News Service (INS), and Transradio Press Service (TP).

FEATURE AND PICTURE SYNDICATES OF UNITED STATES AND CANADA

Name	Address	Editor	Manager
The George Matthew Adams Service	444 Madison av., New York	Jessie Sleight	Bruno Pascale
John M. Alden Features	P. O. Box 1612, Hollywood, Calif.	Bradley King	John M. Alden
American News Features, Inc	420 Lexington av., New York		M. J. Hendry
American Press Syndicate	5269 Arlington st., Philadelphia	Philip R. Bucci, Jr.	H. Schwartz
American Swedish News Exchange, Inc.	630 Fifth av., New York		Naboth Hedin
America's Future, Inc.	205 E. 42d st., New York.	Frank Gannett	Glen Hancock
Anglo News Service	42 E. 50th st., New York.	L. W. White	Paul Henebery
London, England: Geo. Jackson Associates, 180 Fleet st., E. C. 4, Wm. J. Henebery, mgr.			
Dublin, Ireland: 40 Molesworth st., P. J. Kilroy, mgr.			
Associated Editors	1420 New York av., N. W., Washington, D. C.	W. Boyce Morgan	W. Boyce Morgan
Associated Features Syndicate, Inc	Times Bldg., New York	Robert W. Farrell	Robert W. Farrell
Buenos Aires, Argentina: Calle Florida, 527, F. Sayrols			
Paris, France: 3 Rue D'Aguesseau, J. S. Fradise			
Sydney, Australia: 169 Castlereagh st., Alan Foley			
London, England: 14 Cockspur st., T. V. Boardman			
Toronto, Canada: Miller Services, Ltd., 302-303 McKinnon Bldg., Andrew Miller			
Associated Newspapers	247 W. 43d st., New York	Kathleen Caesar	Henry M. Snevily
The AP Feature Service	50 Rockefeller Plaza, New York	M. J. Wing	
Associated Publishers, Inc.	Washington Bldg., Louisville, Ky.	W. T. Owens	W. T. Owens
Atlantic & Pacific Feature Syndicate	632½ N. Juanita av., Hollywood, Calif.	Jack Parker, man. ed.	Sam Harris, gen. mgr., vice-pres.
London, England: Savoy Hotel, Royal Smith, mgr.			
Paris, France: c-o American Express or General Post Office, Jay Cooper, mgr.			
Berlin, Germany: W. A. Rombaugh, mgr.			
Mexico D. F. Mexico, Federal District Bureau, Baxter Fellows, mgr.			
Rio de Janeiro, Brazil, c-o American Express, Paula Donna, mgr.			
Authenticated News Service	P. O. Box 326, Hollywood, Calif.	Vance Chandler	W. C. Eccles
Balkan News Syndicate	1228 Park Row Bldg., New York	Demetrius N. Tsecos	Demetrius N. Tsecos
Velestinos (Thessaly) Greece: John S. Tsecos, mgr.			
Bucharest, Roumania: Nicholas Tsecos, mgr.			
Ray Barnes Syndicate	Grand Rapids Herald, Grand Rapids, Mich.		
Beacon Newspaper Features	Times Bldg., New York	Bert Whitman	A. Daniels
The Bell Syndicate, Inc.	247 W. 43d st., New York	Kathleen Caesar	Henry M. Snevily
London, S. W. 1, England: Editors Press Service, Inc., 14 Cockspur st.			
Sydney, N. S. W., Australia: Masonic Club Chambers, 169 Castlereagh st., Alan Foley, mgr.			
Montreal, Canada: Dominion News Bureau, 455 Craig st., W.			
Better Features	Box 367, Middletown, O.	A. S. Rosing	A. S. Rosing
Bressler Editorial Cartoons	Times Bldg., New York	Harry S. Bressler	K. M. Granat
London, England: Cecil Brooks, Ltd., 132-4 Fleet st., E. C. 4			
British Empire Feature Syndicate	632½ N. Juanita av., Hollywood, Calif.	Jack Parker, man. ed.	Jay King, gen. mgr., vice-pres.
London, England: Savoy Hotel, Royal Smith, mgr.			
Paris, France: c-o American Express, Jay Cooper, mgr.			
Berlin, Germany: W. A. Rombaugh, mgr.			
Mexico, D. V.: Baxter Fellows, mgr.			
Madrid, Spain: Wayne De Costa, mgr.			
Amsterdam: Jack De Met, mgr.			
Calcutta, India: Allen Hill-Fairweather, mgr.			
Sydney, Australia: Xmar Tubor, mgr.			
Wellington, New Zealand: Ruth Ford, mgr.			
Toronto, Canada: Robert Sanborn-Young, mgr.			
Cairo, Egypt: Bert Fairbanks, mgr.			
Walter Buchler	11, Queen Victoria st., London, E. C. 4, England	Walter Buchler	Walter Chas. Dilley
Burba Service	Box 1046, Dayton, Ohio	K. E. Spitzer	H. K. Burba
Business Feature Service	America Fore Bldg., Chicago	R. G. King	R. G. King
Business News Bureau	Route 7, Huntington, Ind.	Don H. Wimmer	Don H. Wimmer
Calvin's Newspaper Service	143 West 125th st., New York	Mrs. Willa Lee Calvin	Ted Yates
Cambridge Associates, Inc.	163 Newbury st., Boston	Forrest H. Graves	Aaron M. Jones
Canadian Newsfeatures	546 Sherbourne st., Toronto, Canada	Frederic L. Troyer	
Elizabeth Casey Cooking & Home Making Schools	2096 Grand av., St. Paul, Minn.	Elizabeth K. Casey	Elizabeth K. Casey
Kenora, Ont., Canada: Box 77, Lillian Ratchford, mgr.			
Central Feature News Service	Times Bldg., Times Square, New York	Stephen K. Swift	G. S. Pemberton
Central News of America	67 Wall st., New York	Walter L. Zoubeck	Joseph P. Redington
Crux News Service	473 Grand av., Leonia, N. J.	Thourot Pichel	J. E. Truitt
Central Press Association	1435 E. 12th st., Cleveland; 235 E. 45th st., New York	Courtland C. Smith	J. V. Connolly
Central Press Canadian	80 King st., W., Toronto, Canada	H. Murray Sinclair, Sales mgr.	Fred P. Hotson
Century Features Syndicate	Plaza Bldg., Bloomfield, N. J.	Edwin C. Richter	Edwin C. Richter
William Gerard Chapman	100 W. Monroe st., Chicago	William Gerard Chapman	William Gerard Chapman
Joe Mitchell Chapple, Inc.	900 Statler Bldg., Boston, Mass.	Joe Mitchell Chapple	Arthur S. Harding
Chicago Financial Digest	180 West Adams st., Chicago	Louis P. Gersch	Louis P. Gersch
Chicago Journal of Commerce Syndicate	12 E. Grand av., Chicago.		J. D. Elsom
Chicago Times Syndicate	211 W. Wacker Drive, Chicago	Russ Stewart	Russ Stewart
Chicago Tribune-New York News Syndicate, Inc.	220 E. 42d st., New York; Tribune Tower, Chicago		Arthur W. Crawford, vice-pres., gen. mgr.
Other U. S. Offices:			
Detroit: 5-265 General Motors Bldg.			
Washington, D. C.: 1815 Albee Bldg.			
Los Angeles: Spring & First st.			
San Francisco: 155 Montgomery st.			
Foreign Branch Offices:			
London, England: 135 Fleet st.			
Paris, France: 1 Rue Scribe			
Berlin, Germany: Hotel Esplanade			
Tokyo, Japan: Hotel Imperial			
City News Bureau	729 Boylston st., Boston	M. Norton Kaplan	N. T. Eaton, Jr.
Grady W. Coble	Box 293, Greensboro, N. C.	Grady W. Coble	Grady W. Coble
Collyer's News Bureau	300 W. Adams st., Chicago	Bruce Morrison	J. S. Klein
Columbia News Service	521 Fifth av., New York	T. Alfred Silbey	Stanley P. Silbey
Switzerland: Zurich, Balbierstr. 29., J. Berner, mgr.			
Honduras: Tegucigalpa, Sr. C. Zuniga Figueroa, mgr.			
Columbia Syndicate	570 Seventh av., New York	Irving Zinaman	Edward J. Gilbert

(Continued on page 152)

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FEATURE AND PICTURE SYNDICATES OF U. S. AND CANADA

(*Continued from page* 150)

Name	Address	Editor	Manager
Connecticut News Association	83 Fairfield av., Bridgeport, Conn.	Robert Edwards	Louis Brusten
Consolidated News Features, Inc.	247 W. 43d st., New York	Kathleen Caesar	Horace Epes
Continental Feature Syndicate	P. O. Box 326, Hollywood, Calif.	Easton West	W. C. Eccles
Courier-Journal Syndicate	Times Bldg., Louisville, Ky.	Neil Dalton	Carlile Crutcher
Paris (VIe), France: 28, Rue d'Arras, 28, M. L. Neunreiter, mgr. London, E. C. 4, England: 20-21 Took's Court, Cursitor Street, Donald Kitchin, mgr. Cape Town, South Africa: P. O. Box 682, Felix Cross, mgr.			
Court and Commercial Newspaper Syndicate	534 Sycamore st., Cincinnati, Ohio	M. Jenkins	Rowland Shepard
C-P Syndicate	1306 Clay av., Houston, Texas	Clarence W. Payne	M. C. Payne
Crosby Newspaper Syndicate	Asheville, N. C.		Abe Crosby
Carlile Crutcher Syndicate	300 West Liberty st., Louisville, Ky.	Carlile Crutcher	Carlile Crutcher
Paris (VIe) France: 28, Rue d'Assas, M. L. Neunreiter, mgr. London, E. C. 4, England: 132-4 Fleet st., Cecil L. Brooks, mgr. Cape Town, South Africa: P. O. Box 682, Felix Gross, mgr.			
Albert E. Davis	41 E. 57th st., New York		Albert E. Davis
DeBoth Home Makers' Schools	420 Lexington av., New York; 850 Lake Shore Drive, Chicago		Jessie M. DeBoth
Dench Business Features	Ho-Ho-Kus, N. J.	Ernest A. Dench	Ernest A. Dench
Devil Dog Syndicate	33 Delmonico Pl., Brooklyn, N. Y.	James J. Stewart	I. M. Silberman
Dispatch News Features	545 Fifth av., New York.	John J. Westley	John J. Westley
Dominion News Bureau, Ltd.	455 Craig st., W., Montreal, Canada	W. E. Hopper	W. E. Hopper
Doubleday Doran Syndicate	14 W. 49th st., New York	Mrs. Pollard	
Doubledee Feature Syndicate	9807 Portola Drive Beverly Hills, Calif.	D. N. Rhodes	D. J. Bintliff
The Dougherty Syndicate, Inc.	Paramount Bldg., New York	Mary Dougherty	Mary Dougherty
Dudgeon Feature Service	1236 Maccabees Bldg., Detroit	Wm. C. Dudgeon	Wm. C. Dudgeon
Eastern Newspictures	137-83 Northern Bldg., Flushing, N. Y.	John Rosenberg	John Benson
Eastern Press Association	19 Ruthven st., Roxbury, Mass.	Frank Fisher	
Editorial Research Reports	1013 13th st., N. W., Washington, D. C.	Richard M. Boeckel	Burt P. Garnett
Editors Press Service, Inc.	220 E. 42 st., New York	Carlos Davila	R. C. Sanchez
Educational Newsfeatures	546 Sherbourne st., Toronto, Canada	F. L. Troyer	
Eisner & Iger Associates	205 E. 42d st., New York	Wm. E. Eisner	S. M. Iger
The Ellis Service	Swarthmore, Pa.	William T. Ellis	
Esquire Features, Inc.	919 N. Michigan av., Chicago	Howard Denby	H. R. Bagwell
Toronto, Canada: Star Newspaper Service, Fred P. Hoteon, mgr. Paris, France: Opera Mundi, Rue de la Paix, Paul Winkler, mgr. Sydney, Australia: Yaffa Syndicate, David Yaffa, mgr. Wellington, New Zealand, Yaffa Syndicate, W. R. Kingston-Smith, mgr.			
Every Week Magazine	West Third and Lakeside, Cleveland	John H. Shea	H. W. Walker, gen. mgr., R. H. Turner, bus. mgr.
Exclusive Features	Box 758, Beverly Hills, Calif.	Adelbert B. Cline	Adelbert B. Cline
Exclusive Features Syndicate	131 Columbia Road #42, Boston, Mass.	James Goldsmith	Maurice Goldsmith
Fact Feature Syndicate	17 Vanderbilt Rd., Manhasset, N. Y.	Ida M. Brower	Wm. B. McClellan
Famous Features Syndicate	103 Park av., New York	L. P. Eichel	F. A. Flint
Fashion Feature Syndicate, Ltd.	632½ N. Juanita av., Hollywood, Calif.	Betty Underwood, Cora Ann Parker	Ann Masters
London, England: American Express, Ruth Yorkshire, mgr. Paris, France: c-o American Express, Jean La Marr, mgr.			
Feature News Service (New York Times)	229 W. 43d st., New York	John Van Bibber	John Van Bibber
Feature Sales Syndicate	540 N. Michigan av., Chicago	S. I. Neiman	S. I. Neiman
Federal Features	P. O. Box 1041, High Point, N. C.	Henry Newby	J. T. McGhee
Federal Feature Syndicate	509 Fifth av., New York	E. C. Sharet	Douglas Whitney
Federated Press	30 Irving Place, New York	Carl Haessler	Marc Stone
Fine Arts Syndicate	Box 852, Chicago	Philip Janes	John Reed
Foreign Press Syndicate	188 West 4th st., New York	Al Sherman	Morton Lee
London, England: National Liberal Club, Whitehall Place, S. W. 1, Robert Messulam, mgr.			
Fox Features Syndicate, Inc.	480 Lexington av., New York	V. S. Fox	R. W. Farrell
Buenos Aires, Argentina: Editors Press Service, Inc. Paris, France: Editors Press Service, Inc. Sydney, Australia: Editors Press Service, Inc. London, England: Editors Press Service, Inc.			
General Features Syndicate	545 Fifth av., New York	Oreon Peter Van Thein	Oreon Peter Van Thein
The Gilliams Service	225 West 39th st., New York, N. Y.	Thos. F. Gilliams	William Watson
Graphic Features	Hotel McAlpin, New York	Ann Hamilton	Ann Hamilton
Ralph H. Graves	449 Fourth av., New York	Ralph H. Graves	Grace I. Brown
Greek News Syndicate	1229 Park Row Bldg., New York	Demetrius N. Tsecos	Demetrius N. Tsecos
Velestinos, Thessaly, Greece: John S. Tsecos, mgr. Bucharest, Roumania: Nicholas Tsecos, mgr.			
Ray Gross Enterprises	35 Maiden Lane, New York	Ray Gross	Ray Gross
Paul T. Haagen	155 N. Clark st., Chicago	Paul T. Haagen	Paul T. Haagen
Handy Filler Service	1712 Russ Bldg., San Francisco, Calif.		
Hansen Associates	420 Lexington av., New York	Robert R. Hansen	Robert R. Hansen
The Haskin Service	316 Eye st., N. E., Washington, D. C.	Frederic J. Haskin	Frederic J. Haskin
Havas News Agency	50 Rockefeller Plaza, New York	Albert Grand	G. Fritsch-Estrangin
Paris, France: 3 Place de la Bourse			
Heath News Service	1300 National Press Bldg., Washington, D. C.	Edwin J. Heath	Edwin J. Heath
Heinl Radio News Service	2400 California st., Washington, D. C.	Robert D. Heinl	Robert D. Heinl

(*Continued on page* 154)

Haskin Information Service

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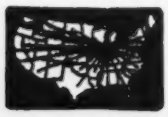

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Peacehaven, Sussex

South America:
Editors Press Service, Inc.
220 East 42nd Street
New York City

FEATURE AND PICTURE SYNDICATES OF U. S. AND CANADA

(*Continued from page 152*)

Name	Address	Editor	Manager
The Hemisphere Corp.	154 Nassau st., New York	R. T. Miller, J. B. Fahy.	J. B. Gregg
H. H. Hollister Organization, Inc.	Suite 203, Chronicle Bldg., San Francisco		H. H. Hollister
Hollywood Doings Feature Syndicate.	6324½ N. Juanita av., Hollywood, Calif.	Jack Parker, man. ed.	Ray Edison, Jr.
London, England: Savoy Hotel, Royal Smith, man. dir. Mexico, D. F., c-o American Express, Don Jose Martineses, mgr.			
Hollywood Press Syndicate	6605 Hollywood Blvd., Hollywood, Calif.	Jos. B. Polonsky	
Holmes Feature Service	135 Garrison av., Jersey City, N. J.	George R. Holmes	M. E. Dollard
Home Economics Service Corp.	247 Park av., New York	Lucille Shearwood	J. C. Beckham
Homemakers' Food Page	407 S. Dearborn st., Chicago	Laura E. Weilepp	
Hopkins Syndicate, Inc.	520 N. Michigan av., Chicago	C. E. Miller	James Mason
Human News Syndicate	Cresskill, N. J.; 119 W. 57th st., New York	Alfred Human	Alfred Human
Albert Crawford Hurst Features	1736-30th st., S. E., Washington, D. C.	Albert C. Hurst	Albert C. Hurst
The Independent Syndicate, Inc.	1727 K St., N. W., Washington, D. C.	Jay Jerome Williams	William Kroger
Industrial News Service	406 Market, St. Louis, Mo.	Paul Cain	J. T. Smith
Intercity News Service	63 Park Row, New York.		E. W. Nassauer
Intercollegiate Press Bulletins	102 Fulton st., New York.	Frank P. Englander	Frank P. Englander
International Features Press	1229 Park Row Bldg., New York	Harriet Jack	James B. Stanley
International Labor News Service	Carpenters Bldg., Washington, D. C.	Chester M. Wright	June Wright
International Religious News Service	1831 Sheldon Road, East Cleveland, Ohio	D. Carl Yoder	D. Carl Yoder
International Syndicate	1615-1617 Guilford av., Baltimore, Md.	Robert M. Miller	Robert M. Miller
International World Syndicate	321 W. 3d st., Los Angeles, Calif.	Darby Compyon, Lucille Burton, ed.; Antonio Castellanos, foreign ed.	Betty Deitrick, pub.
Interstate News Service	Pulitzer Bldg., New York.		
Jewish Telegraphic Agency	1560 Broadway, New York	H. Wisengrad	Jacob Landau, man dir.
Jones Syndicate, Inc.	1512 Times Bldg., New York	E. M. Jones	Paul R. Jones
Montreal, Canada: 455 Craig st., W., W. E. Hopper, mgr.			
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India: Indian Press Service, 131 Shivaji Park, Mahim, Bombay 16, E. P. Menon, agent

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(*Continued on page 156*)

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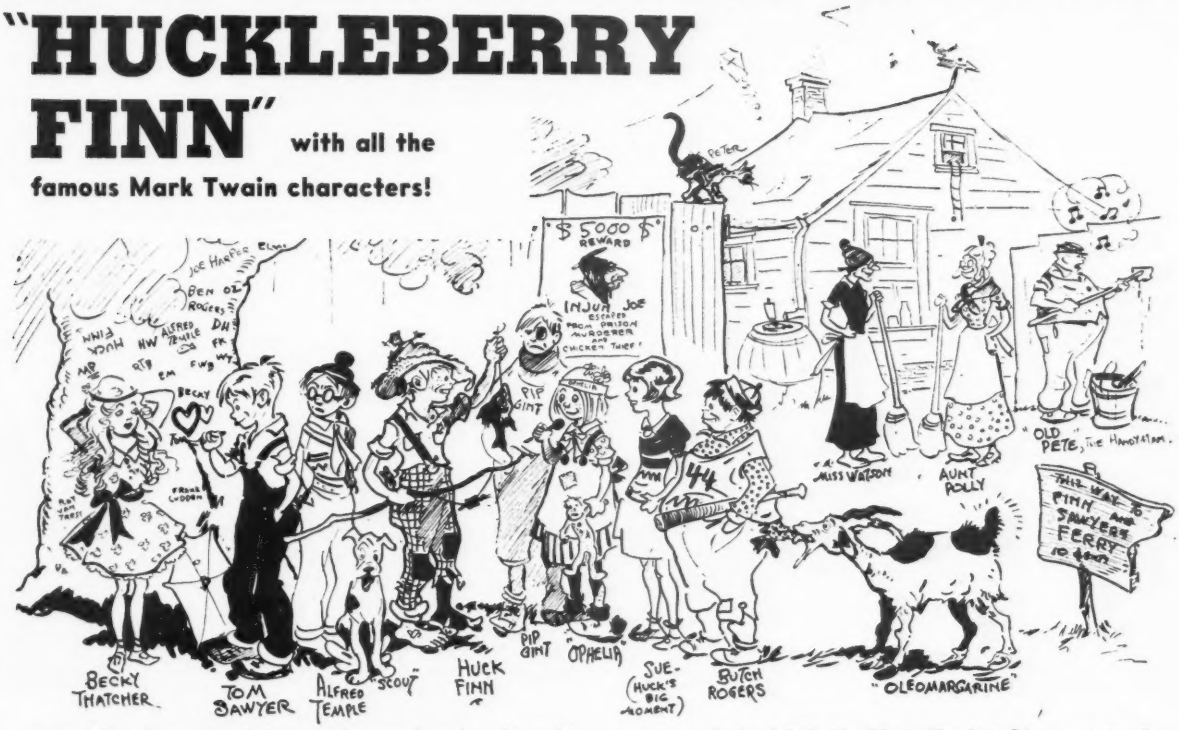

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Scandinavia: Scandia Press Bredgade 65A, Copenhagen K., H. F. Heinberg, mgr.			
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Australia: Star Feature Bureau, 365 Elizabeth st., Melbourne, C. 1, Percy Hall, mgr.			
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South Africa: International Press Agency, Cape Town, Felix Gross, mgr.			
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Roger Wood Institute	Greenfield, Ohio	Col. Roger Wood	Nellie Rhoades Wood
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Yard's News Bureau	184 W. Washington st., Chicago	H. P. Yard	H. P. Yard

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The Associated Press	50 Rockefeller Plaza, New York	Robert McLean, pres.	Kent Cooper, gen. mgr.
(Bureaus all over the world)			
Atlantic & Pacific News Service	632½ N. Juanita av., Hollywood, Calif.	Jack Parker, man. ed.	Sam Harris, gen. mgr.
London, England, Savoy Hotel, royal Smith, mgr.			
Paris, France, Jay Cooper, chief.			
Berlin, Germany, W. A. Rombaugh, mgr.			
Mexico, D. F., Mexico, Baxter Fellows			
Amsterdam, Holland, Jack De Met, mgr.			
Authenticated News	Times Bldg., Times Square, New York	Stephen K. Swift	M. Petersen
Balkan News Syndicate	1228 Park Row Bldg., New York	Demetrius N. Tsecos	Demetrius N. Tsecos
Velestinos (Thessaly) Greece, John S. Tsecos, mgr.			
Bucharest, Roumania, Nicholas Tsecos, mgr.			
British Empire News Service	632½ N. Juanita av., Hollywood, Calif.	Jack Parker, man. ed.	Jay King, gen. mgr. vice-pres.
London, England: Savoy Hotel, Royal Smith			
Paris, France: c-o American Express, Jay Cooper			
Berlin, Germany: W. A. Rombaugh			
Amsterdam, Holland: Jack De Met			
British United Press, Ltd.	30 Bouverie st., London, E. C. 4, England	F. Hoult Fisher	
Canadian Educational Press Association	545 Sherbourne st., Toronto, Canada	F. L. Troyer, dir.	
The Canadian Press	44 Victoria st., Toronto, Canada		J. A. McNeil, gen. mgr.
U. S. Office			
50 Rockefeller Plaza, New York City, Chas. Brace, mgr.			
Foreign Branch Office			
20 Tudor st., London, England, S. S. Robertson, mgr.			
Central News of America	67 Wall st., New York	Walter L. Zodbeck	Joseph P. Redington
Central Press Association	1435 E. 12th st., Cleveland; 235 E. 45th st., New York	Courtland C. Smith	J. V. Connolly
Chicago Tribune-New York News Syndicate, Inc.	220 E. 42d st., New York; Tribune Tower, Chicago		Arthur W. Crawford, vice-pres. and gen. mgr.
(See feature listing for foreign and other U. S. branch offices.)			
City News Bureau	729 Boylston st., Boston	M. Norton Kaplan	N. T. Eaton, Jr.
Columbia Press Service	Bond Bldg., Washington, D. C.		
Connecticut News Association	83 Fairfield av., Bridgeport, Conn.	Robert Edwards	Louis Brustein
Consolidated News Service	25 Halsted st., East Orange, N. J	Frank Jay Morris, Jr.	Frank Jay Morris
Eastern Press Association	19 Ruthven st., Roxbury, Mass	Frank Fisher	
Educational News Service	535 Fifth av., New York	Ray B. Bolton	James E. Hamilton
Federated Press	30 Irving Place, New York	Carl Haessler	Marc Stone
General Press Association	National Press Bldg., Washington, D. C.	James J. Butler	James J. Butler
Greek News Syndicate	1229 Park Row Bldg., New York	Demetrius N. Tsecos	Demetrius N. Tsecos
(See feature listing for foreign branch offices.)			
Crux News Service	473 Grand av., Leonia, N. J.	Thourot Pichel	J. E. Truitt
Havas News Agency	50 Rockefeller Plaza, New York	Albert Grand	G. Fritsch-Estrangin
Heath News Service	1300 National Press Bldg., Washington, D. C.	Edwin J. Heath	Edwin J. Heath
Heinl Radio News Service	2400 California st., Washington, D. C.	Robert D. Heinl	
Holmes Feature Service	135 Garrison av., Jersey City, N. J.	George R. Holmes	M. E. Dollard
Industrial News Service	406 Market, St. Louis, Mo.	Paul Cain	J. T. Smith
Intercity News Service	63 Park Row, New York		E. W. Nassauer
International Labor News Service	Carpenters Bldg., Washington, D. C.	Chester M. Wright	June Wright
International News Service	235 E. 45th st., New York	Barry Faris	Joseph V. Connolly, pres.
London, E. C. 4, England: 72-78 Fleet st., Charles A. Smith, mgr.			
Paris, France, 37 Rue Caumartin, Kenneth T. Downs, mgr.			

(Continued on page 158)

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FEATURE AND PICTURE SYNDICATES OF U. S. AND CANADA

(*Continued from page* 156)

Name	Address	Editor	Manager
International News Service—Continued			
Rome, Italy: Largo Chigi 19, Percy Winner, mgr.			
Berlin, N. W. 7, Germany: Dorotheenstrasse 29, Pierr. J. Huss, mgr.			
Tokyo, Japan: Imperial Hotel, James R. Young, mgr.			
Buenos Aires, Argentina: Avenida Roque Saens Pena 616, Percy Forster, mgr.			
Mexico City, Mexico: Edificio Condesa 4, Arthur Constantine, mgr.			
Peiping, China: 43 Ta Fo Ssu, John Goette, mgr.			
Interstate News Service	Pulitzer Bldg., New York.		
Jewish Telegraphic Agency	1560 Broadway, New York	H. Wishengrad	Jacob Landau, man. dir.
David Lawrence	2201 M. st., N. W., Washington, D. C.	David Lawrence	Chas. W. McCullum
Los Angeles Times News Bureau	202 W. 1st st., Los Angeles		Bart Sheridan
National News Service, Inc	6701 N. Broad st., Philadelphia	Sidney A. Silberman	Milton R. Jacobs
National Press Service	230 Park av., New York	Henry Keller	Paul Walden
(See feature listing for foreign branch offices.)			
Nea Service, Inc	1200 W. Third st., Cleveland, Ohio	Peter Edson	Fred S. Ferguson, pres.; Herbert W. Walker, gen. mgr.; Ralph H. Turner, bus. mgr.
(See feature listing for foreign branch offices.)			
New York Herald Tribune News Service	230 W. 41st st., New York.		Philip L. Dietz
New York News Bureau Assn	67 Wall st., New York	Walter L. Zoubeck	Joseph P. Redington
North American Newspaper Alliance, Inc	247 W. 43d st., New York.	Bertram G. Zilmer	John N. Wheeler, gen. mgr.
(See feature listing for foreign branch address.)			
North Jersey News Bureau	230 Washington st., Orange, N. J	M. G. Stevenson	M. H. S. Stevenson
Pacific Coast News Bureau	1825 N. Ivar, Hollywood, Calif	"Rig" Rigby	Bob Whitney
Paloor News Agency	50 Union Square, New York	Henry Montor	
London, England: 77 Great Russell st., J. Hodess, ed.			
Geneva, Switzerland: 52 Rue de Paquis.			
Jerusalem: King George and Ussishkin st., Joseph Gravitzky, ed.			
Pan American Press Service	1210 G st., N. W., Washington. D. C.	Rodolfo del Valle	Celia Costa
Pan-Hellenic American Foreign Press Syndicate	1228-1231 Park Row Bldg., New York	Demetrius N. Tsecos	Demetrius N. Tsecos
(See feature listing for foreign branch offices.)			
Park Row News Service	280 Broadway, New York		Theodore Kaufman
Peninsula News Service, Inc	2 E. 34th st., New York	Francisco Larcegui	Javier Gaytan de Avala
Prophetic News Service	2461 Bywood Drive, Glendale, Calif	Dr. H. M. S. Richards	H. M. S. Richards
Religious News Service	300 Fourth av., New York.	Robert A. Ashworth	Louis Minsky
Reuters News Service	50 Rockefeller Plaza, New York	A. Bernard Moloney	D. Kimpton
Science Service	2101 Constitution av., Washington, D. C	Watson Davis	
(See feature listing for foreign branch offices.)			
Southern News Service	Box 2489, Birmingham, Ala	Geo. H. Watson	Geo. H. Watson
Technical News Service	621 Albee Bldg., Washington, D. C.		Bertram F. Linz
Timesquare News Service	Suite 909, RKO Bldg., 1270 Sixth av., New York	Chace Conley	Frank Muni
Trade Journal Syndicate	570 Seventh av., New York	Ira Wit	
Trans-Pacific News Service	1250 Sixth av., New York.	Jean Lyon	
Transradio Press Service	342 Madison av., New York	Dixon Stewart	Herbert Moore
Faith Trumbull Society News	83 Fairfield av., Bridgeport, Conn	Faith Trumbull	Marie Turner
20th Century News Syndicate	2721 Rimpau Blvd., Los Angeles, Calif	Barney Glazer	Barney Glazer
United Press Associations	220 E. 42nd st., New York.	Hugh Baillie, pres.	C. J. Randau, vice-pres. and gen. bus. mgr.; E. J. Johnson, vice-pres. and gen. news mgr.
(See United Feature Syndicate listing for foreign branch offices.)			
Universal Press Association	180 W. Adams st., Chicago	Harry L. McClellan	James Murray
Universal Trade Press Syndicate	724 Fifth av., New York.		Myron S. Blumentha
Washington Post News Service	305 Washington Post Bldg., Washington, D.C		Windsor Booth
Washington Radio News Service	621 Albee Bldg., Washington, D. C		Bertram F. Linz
Woehrle News Service	153 Centre st., New York	Alexander J. Woehrle	Alexander J. Woehrle, Justine E. Woehrle
World-Wide News Service	56 Bellevue st., Newton, Mass	J. J. Bosdan	A. M. Weiss
Yard's News Bureau	184 W. Washington st., Chicago	H. P. Yard	H. P. Yard

COOKING SCHOOLS

Name	Address	Editor	Manager
The Cresle Kitchen	1412 Louisiana av., New Orleans, La		Virginia M. Cooper
DeBoth Home Makers' Schools	420 Lexington av., New York; 850 Lake Shore Drive, Chicago		Jessie M. DeBoth
The Homecrafters	6 N. Michigan av., Chicago; Box 725, Pasadena, Calif	Dorothy Ayers Loudon, pres.	C. A. Miller, mgr.
Home Economics Service Corp	247 Park av., New York	Lucille Shearwood	J. C. Beckham
National Live Stock & Meat Board	407 S. Dearborn st., Chicago		Laura E. Weilepp, dir.
Southern Newspaper Features	1009 Mercantile Bldg., Dallas, Texas	Suzanne Wright	A. M. Cohen

HOME PAGES

Name	Address	Editor	Manager
Elizabeth Casey Cooking & Home Making Schools	2096 Grand av., St. Paul, Minn	Elizabeth K. Casey	Elizabeth K. Casey
(See feature listing for foreign branch office.)			
Homemakers' Food Page	407 S. Dearborn st., Chicago, Ill	Laura E. Weilepp	
International Features Press	1229 Park Row Bldg., New York	Harriet Jack	James B. Stanley
Our Family Food	468 Fourth av., New York	Jessie A. Knox	J. T. Emery
Recipe Service Co	3160 Kensington av., Philadelphia	Richard S. Bond	Richard S. Bond

NEWSPAPER PROMOTION SERVICE

Name	Address	Editor	Manager
Publishers Service	75 West st., New York	Paul Sarazen	W. B. Owens

RELIGIOUS SERVICES

Name	Address	Editor	Manager
Balkan News Syndicate	1228 Park Row Bldg., New York	Demetrius N. Tsecos	Demetrius N. Tsecos
(See feature listing for foreign offices.)			
The Ellis Service	Swarthmore, Pa	William T. Ellis	
Greek News Syndicate	1229 Park Row Bldg., New York	Demetrius N. Tsecos	Demetrius N. Tsecos
(See feature listing for foreign offices.)			
International Religious News Service	1831 Sheldon Road, E. Cleveland, Ohio	D. Carl Yoder	D. Carl Yoder
Keyes Advertising Service	Peru, Ind	C. L. Keyes	J. L. Keyes
Pan-Hellenic American Foreign Press Syndicate	1228-1231 Park Row Bldg., New York	Demetrius N. Tsecos	Demetrius N. Tsecos
(See feature listing for foreign offices.)			
Religious Copy Service	Ardmore, Pa	Herbert H. Smith	Herbert H. Smith
Religious News Service	300 Fourth av., New York	Robert A. Ashworth	Louis Minsky
Richards International Syndicate	2461 Bywood Drive, Glendale, Calif	H. M. S. Richards	H. M. S. Richards
Scriptural Research Bureau	608 N. Kingsley Dr., Los Angeles, Calif	Joseph Hallinan	L. E. Christensen
Wm. Southern, Jr	Independence, Mo	Wm. Southern, Jr	Wm. Southern, Jr.

RESEARCH

Name	Address	Editor	Manager
Editorial Research Reports	1013 13th st., N. W., Washington, D. C	Richard M. Boeckel	Burt P. Garnett
New England Research Group	83 Fairfield av., Bridgeport, Conn	Benjamin Brustein	Louis Brustein

PHOTOGRAPHIC SERVICES

Name	Address	Editor	Manager
Acme Newspictures, Inc	220 E. 42d st., New York	Harold Blumenfeld	R. P. Dorman
Paris, France: 32, Rue Le Peletier, Jean A. Graffis, mgr.			
London, England: 30 Bouverie st., Milton Bronner, mgr.			
Affiliated Photo News Service	605 Madison av., New York	Paul Adelman	Wm. E. Singer
Allied News Photo Service	439 Madison av., New York	E. Schaefer	D. A. Jacobs
The Associated Press News Photo Service	50 Rockefeller Plaza, New York	F. A. Resch, executive news photo ed	
Atlantic & Pacific Feature Syndicate	6321½ N. Juanita av., Hollywood, Calif	Jack Parker, man. ed.	Sam Harris, gen. mgr., vice-pres.
(See feature listing for foreign offices.)			
Authenticated News	Times Bldg., Times Sq., New York	Stephen K. Swift	M. Petersen
Balkan News Syndicate	1228 Park Row Bldg., New York	Demetrius N. Tsecos	Demetrius N. Tsecos
(See feature listing for foreign offices.)			
Ella Barnett Photos	446 W. 22nd st., New York		
The Bettmann Archive	145 W. 44th st., New York	Donald Dunbar	Dr. O. Bettmann
Black Star Publishing Co., Inc	420 Lexington av., New York	Kurt Korofeld	Ernest Mayer
London, E. C. 2, England: Cliffords Inn, Fleet st., M. Segal, mgr.			
British Combine Photos, Ltd	271 Madison av., New York		Jack Lewis
London, England: 46 Fleet st., E. C. 4.			
British Empire Feature Syndicate	6321½ N. Juanita av., Hollywood, Calif	Jack Parker, man. ed.	Jay King, gen. mgr., vice-pres.
Walter Buchler	11 Queen Victoria St., London, E. C. 4, England	Walter Buchler	Walter Chas. Dilley
(See feature listing for foreign offices.)			
Calvin's Newspaper Service	143 West 125th st., New York	Mrs. Willa Lee Calvin	Ted Yates
Central Feature News Service	Times Bldg., Times Sq., New York	Stephen K. Swift	G. S. Pemberton
Central Press Canadian	80 King st., W., Toronto, Canada	H. Murray Sinclair, sales mgr.	Fred P. Hotson
City News Bureau	729 Boylston st., Boston	M. Norton Kaplan	N. T. Eaton, Jr.

(*Continued on page* 160)

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HUGH JOHNSON

EVERY-DAY LIVING
JOSEPH FORT NEWTON

THE WASHINGTON MERRY-GO-ROUND
DREW PEARSON

FAIR ENOUGH
WESTBROOK PEGLER

ROVING REPORTER
ERNIE PYLE

MY DAY
ELEANOR ROOSEVELT

SPORTS COLUMN
JOE WILLIAMS

COMICS

Daily Strip
Color Page
by
Raeburn Van Buren
ABBIE AN' SLATS

Daily Strip
Color Page
by
Al Capp
LI'L ABNER

Daily Panel
by
Ed Dodd
BACK HOME AGAIN

Daily Strip
Color Page
by
Harry F. O'Neill
BRONCHO BILL

Color Page
by
Robert L. Dickey
BUSTER BEANS

Daily Strip
Color Page
by
Rudolph Dirks
THE CAPTAIN AND THE KIDS

Daily Strip
Color Page
ELLA CINDERS

by
Bill Conselman and Charlie Plumb

Daily Panel
by
Denys Wortman
EVERYDAY MOVIES

Daily Panel
Color Page
by
Lichty
GRIN AND BEAR IT

Daily Strip
HAP HOPPER

by
Drew Pearson and Robert S. Allen

Daily Panel
by
Frank Owen
JASPER

Daily Strip
by
Dick Moores
JIM HARDY

Daily Strip
Color Page
JOE JINKS

Daily Strip
Color Page
by
R. M. Brinkerhoff
LITTLE MARY MIXUP

by
Ernie Bushmiller
Daily Strip
NANCY
Color Page
FRITZI RITZ

Daily Panel
Color Page
by
John Hix
STRANGE AS IT SEEMS

Daily Strip
Color Page
by
Hal Forrest
TAILSPIN TOMMY

Daily Strip
Color Page
by
Edgar Rice Burroughs
TARZAN

UNITED FEATURE SYNDICATE, 220 EAST 42nd STREET, NEW YORK CITY

FEATURE AND PICTURE SYNDICATES OF U. S. AND CANADA

(*Continued from page 158*)

Name	Address	Editor	Manager
Columbia News Service (See feature listing for foreign offices.)	521 Fifth av., New York	T. Alfred Silbey	Stanley P. Silbey
Columbia Press Photos	Bond Bldg., Washington, D. C.		
Connecticut News Association	83 Fairfield av., Bridgeport, Conn.	Robert Edwards	Louis Brustein
Consolidated News Features, Inc	247 W 43d St., New York	Kathleen Caesar	Horace Epes
Consolidated Photo Service	25 Halsted st., East Orange, N. J.	Frank Jay Morris, Jr.	Frank Jay Morris
Continental News-Photo Service	45 W. 57th st., New York		Randolph Fajen
Dench Business Features	Ho-Ho-Kus, N. J.	Ernest A. Dench	Ernest A. Dench
Dominion News Bureau, Ltd	455 Craig st., W., Montreal, Canada	W. E. Hopper	W. E. Hopper
Eastern Newspictures	137-83 Northern Blvd., Flushing, N. Y.	John Rosenberg	John Benson
Eastern Press Association	19 Ruthven st., Roxbury, Mass.	Frank Fisher	
Elliott Service Co	217 E. 44th st., New York	A. Lubatty	G. Kadel
European Picture Service	353 Fifth av., New York		Max Peter Haas
Every Week Magazine	West Third and Lakeside, Cleveland	John H. Shea	H. W. Walker, gen. mgr., R. H. Turner, bus. mgr.
Exclusive News Pictures	1201 Sunset Blvd., Beverly Hills, Calif.	Len Weissman	Art Weissman
Federal Features	P. O. Box 1041, High Point, N. C.	Henry Newby	J. T. McGhee
Federated Press	30 Irving Place, New York	Carl Haessler	Marc Stone
Foreign Press Syndicate (See feature listing for foreign branch office.)	188 W. 4th st., New York	Al Sherman	Morton Lee
Ewing Galloway	420 Lexington av., New York	Ewing Galloway	
The Gilliams Service	225 W. 39th st., New York	Thos. F. Gilliams	Wm. Watson
Globe Photos, Inc	33 W. 42d st., New York	Charles Mann	Charles Mann
Graphic Features	Hotel McAlpin, New York	Ann Hamilton	Ann Hamilton
Greek News Syndicate (see feature listing for foreign branch offices.)	1229 Park Row Bldg., New York	Demetrius N. Tsecos	Demetrius N. Tsecos
Harris & Ewing	1313 F St., N. W., Washington, D. C.	Andrew J. May	Andrew J. May
Thomas F. Healy	250 W. 54th st., New York		Nicholas J. Healy, Jr
William T. Hoff	New York Municipal Airport, North Beach, N. Y.		William T. Hoff
Hollywood Doings Feature Syndicate	632½ N. Juanita av., Hollywood, Calif. (See feature listing for foreign branch offices.)	Jack Parker, man. ed.	Ray Edison, Jr.
Hollywood Press Syndicate	9605 Hollywood Blvd., Hollywood, Calif.	Jos. B. Polonsky	
Holmes Feature Service	135 Garrison av., Jersey City, N. J.	George R. Holmes	M. E. Dollard
Industrial News Service	406 Market, St. Louis	Paul Cain	J. T. Smith
Intercity News Service	63 Park Row, New York		E. W. Nassauer
Intercontinents News Photos	11 W. 42d st., New York	H. Conrad	H. Conrad
International News Photos	235 E. 45th st., New York	Harry B. Baker	Joseph V. Connolly pres.-gen. mgr.
Berlin, Germany: 20 Dorotheenstrasse, Pierre Huss, mgr. Buenos Aires, Argentina: Diagonal Norte 616, Percy Forster, mgr. London, England: 72 Fleet st., Walter Hoare, mgr. Paris, France: 37 Rue Caumartin, Nicholas Revay, mgr. Rome, Italy: 67 Via Di Pietra, Umberto Romagnoli, mgr. Tokyo, Japan: Central P. O. Box 358, James Young, mgr.			
Interphoto Newspictures	11 W. 42d st., New York		
Keystone Press Feature Service, Ltd (See feature listing for foreign branch offices.)	130 W. 46th st., New York	Lawrence M.Gelb	William A. Spilo
Jordan Syndicate	1210 G st., N. W., Washington, D. C.	Arthur Eldredge	O. J. Jordan
Keystone View Co. of N. Y., Inc	219 E. 44th st., New York	E. P. Van Loon	H. W. Sierichs
London, England: 12 Wine Office Court, Fleet st., Bert Garai, mgr. Paris, France: 25 Rue Royale, Aleck Garai, mgr.			
Labor Newspictures of N. Y	41 Union Square, New York	Jack Rosenberg	Jay Greulich
Ledger Syndicate (See feature listing for foreign branch offices.)	Philadelphia, Pa.	H. W. Miner	George F. Kearney
Lincoln Newspaper Features, Inc (See feature listing for foreign branch offices.)	130 W. 46th st., New York	William A. Spilo	William A. Spilo
Lukens & Pattison	P. O. Box 731; 379 Temple St., New Haven	Barbara Pattison; Donley Lukens, picture ed.	Barbara Pattison
Matz Feature Syndicate	523 Weiser st., Reading, Pa.	R. Stanley Matz	Ralph S. Matz
John N. Meissner	1137 Statler Bldg., Boston	J. N. Meissner	J. N. Meissner
Metropolitan Photo Service	1564 Broadway, New York	M. Leftoff	G. Heppner
Miller Newspaper Syndicate	1024 East Ogden av., Milwaukee, Wis.	William J. Miller	William J. Miller
Miller Services, Ltd	302-303 McKinnon Bldg., 19 Melinda st., Toronto, Canada	Andrew Miller	Andrew Miller
Morgan Newspictures	Newark Airport, N. J.	Ralph Morgan	H. C. Morgan
National Council for Prevention of War	532 Seventeenth st., N. W., Washington, D. C.	Frederick J. Libby	Frederick J. Libby, executive sec.
National News Features Syndicate (See feature listing for foreign branch offices.)	535 Fifth av., New York	H. C. Klemfuss	M. A. Riley
National Press Syndicate	200 Varick st., New York		M. C. Turner
NEA Service, Inc (See feature listing for foreign branch offices.	1200 W. Third st., Cleveland, Ohio	Peter Edson	Fred S. Ferguson, pres.; Herbert W. Walker, gen. mgr.; Ralph H. Turner, bus. mgr.
New Jersey Press Bureau (See feature listing for foreign branches)	106 Jefferson st., Weehawken, N. J.	Frank Littell	W. I. Radding
Newspaper Features	227 Hurt Bldg., Atlanta, Ga.	O. B. Keeler	J. C. Wilson
News Press Service	112 W. 48th st., New York (See feature listing for foreign branch office)	Lou Ogull	Paul Kramer
Falcor News Agency (See News Service listing for foreign branches)	50 Union Square, New York	Henry Montor	Henry Montor
Panamerican Press Service	55 W. 42d st., New York	German Pedro Diaz	German Pedro Diaz
Sydney, Australia: The Yaffa Syndicate, 15 Hamilton st., David Yaffa, mgr. (Also in New Zealand) Buenos Aires, Argentina: Sayrols Publishers Service, C. Florida 527, Alfonso Weissmann, mgr. Mexico, D. F.: Editorial Sayrols, S. A., Artes 31, Esq. Vallarta, Francisco Sayrols, mgr. Paris, France: Agence Francaise de Presse, 3 Rue d'Aguesseau, Jean S. Fradiss, mgr. London, W. C. 2, England: Literary Features, Ltd., 7, Garrick st., C. Turner, mgr.			
Pan American Pictures, Inc	1210 G st., N. W., Washington, D. C.	Horace Ashton	Oscar Jordan
Pan American Press Service	1210 G St., N. W., Washington, D. C.	Rodolfo Del Valle	Celia Costa
Pan-Hellenic American Foreign Press Syndicate (See feature listing for foreign branch offices.)	1228-1231 Park Row Bldg., New York	Demetrius N. Tsecos	Demetrius N. Tsecos
Pictorial Feature Service	11½ East 149th st., New York	Edward Gruber	O. F. Fentsch
Pictorial Press	1658 Broadway; 55 West 42d st., New York	Thomas E. McGrath	Thomas E. McGrath
London, England: General Press Services, 54 Fetter Lane, E. C. 4, M. B. Dixon, mgr. Toronto, Canada: Toronto Star Syndicate, H. L. Hotson, mgr. Paris, France: Agence Schostal Sydney, Australia: The Yaffa Syndicate			
Pix Publishing Co., Inc	250 Park av., New York	Leon Daniel, gen. mgr.	C. Kutschuk, mgr
Press Enterprise, Ltd	632½ N. Juanita av., Hollywood, Calif.	Jack Parker, man. ed.	Jay King, gen. mgr., vice-pres.
London, England: Royal Smith, mgr. Paris, France: c-o American Express, Jay King, mgr. Berlin, Germany: W. A. Rombaugh, mgr. Toronto, Canada: Robert Sanborn-Young, mgr.			
Press Photo Service	2931 John R st., Detroit, Mich.	James L. Beaumont	C. W. McGill
Price Picture News	10 W. 47th st., New York	Jack Price	
The Register & Tribune Syndicate (See feature listing for foreign branch offices.)	Des Moines, Iowa	Henry P. Martin, Jr.	Henry P. Martin, Jr.
Science Service (See feature listing for foreign branch offices.)	2101 Constitution av., Washington, D. C.	Watson Davis	
Soibelman Syndicate	37 W. 56th st., New York	Bernard L. Soibelman	
Los Angeles, Calif.: 1046 S. Olive st., A. M. Masure, mgr. Buffalo, N. Y.: 265 Franklin st., M. Soibelman, mgr. Philadelphia, Pa.: 4248 Regent st., H. V. Tucker, mgr. Boston, Mass.: 244 Washington st., E. P. Jones, mgr.			
Southern News Service	Box 2489, Birmingham, Ala.	Geo. H. Watson	Geo. H. Watson
Sovfoto	c-o Booknige, 255 Fifth av., New York		Helen Black
Star Newspaper Service	80 King st., W., Toronto, Canada	H. Murray Sinclair, sales mgr.	Fred P. Hotson
Sterling Syndicate	1536 Welton, Denver, Col.	H. M. Tenny	H. M. Tenny
Swiftnews	Times Bldg., Times Square, New York	Stephen K. Swift	D. Sukstels
Faith Trumbull Society News	83 Fairfield av., Bridgeport, Conn.	Faith Trumbull	Marie Turner
United Feature Syndicate, Inc (See feature listing for foreign offices.)	220 E. 42d st., New York	George A. Carlin	George A. Carlin
Waltan Features Syndicate	551 Fifth av., New York		Saul Flaum
Len Weissman Photos	Beverly Hills Hotel, Beverly Hills, Calif.	Len Weissman	Art Weissman
Wells Feature Syndicate (See feature listing for foreign branch office.)	Hollywood Center Bldg., Hollywood, Calif.	A. W. "Bill" Wells	A. W. "Bill" Wells
Wide World Photos, Inc	229 W. 43d st., New York	C. M. Graves, gen. mgr.	Frank J. Gilloon sales mgr.
Woehrle News Service	153 Centre st., New York	Alexander J. Woehrle	Justine E. Woehrle
Richard K. Wood	North Chattanooga, Tenn.		

SPECIAL PAGE AND EDITION SERVICES

C. A. Bostwick, Inc	2 W. 46th st., New York		Joseph Gilbert, pres
C. L. Leach	1218 Westmoreland Park Norfolk, Va.		

SPORTS PAGE FEATURES

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Missouri Agricultural Publishing Co.	Capper Publications, Topeka, Kan.; 2206 Pine St., St. Louis		
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General Press Association	National Press Bldg., Washington, D. C.	James J. Butler	James J. Butler
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New Jersey Press Bureau (See feature listing for foreign offices.)	106 Jefferson st., Weehawken, N. J.	Frank Littell	W. I. Radding
New England Trade Press Syndicate	83 Fairfield av., Bridgeport, Conn.	Faith Trumbull	Marie Turner
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A

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A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Association. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Recognized by Associated Business Papers, Inc. **H**—Member of American Association of Advertising Agencies. **J**—Member of Continental Agency Network. **K**—Member of Allied Service Agencies Network. *Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing. **O**—Following name means owner. General Manager—**g. m.** Manager—**m.** Managing Director—**m. d.** Partner—**p.** Owner, Proprietor, Principal—**o.**

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(*Continued on page 162*)

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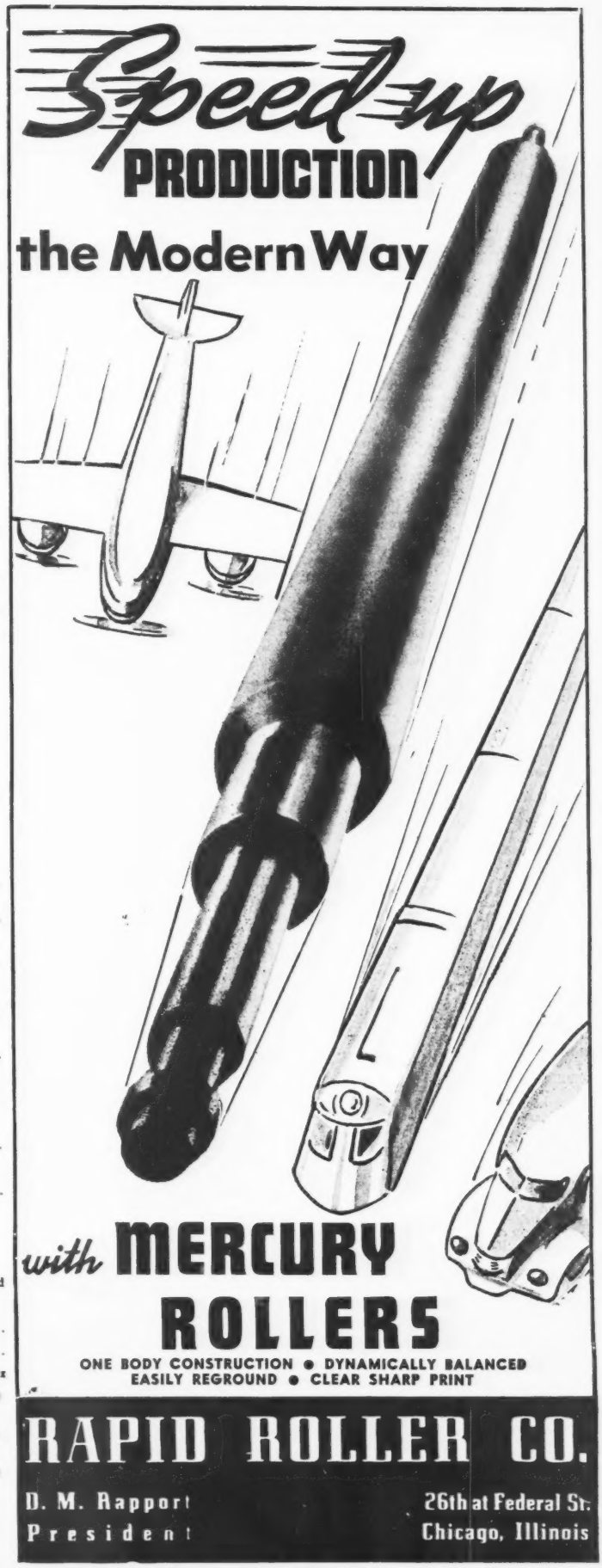
BARNES ADVERTISING AGENCY, INC., JOHN *e* 312 East Wisconsin Avenue, Milwaukee, Wis.	John Barnes (1)... E. Van Driest (3)	Alvin Drover (5)..	John Barnes (7) Al J. Herr
BARNES CHASE COMPANY *a-e-f* 530 Broadway, San Diego, Calif. 1121 South Hill St., Los Angeles, Calif.	N. R. Barnes (p) (San Diego) H. H. Chase (Los Angeles) Leonard Unland (3) (San Diego) E. W. Rutledge (Los Angeles)		N. R. Barnes (6) H. H. Chase
BARRON ADVERTISING AGENCY, INC. 312 Woodside Bldg., Greenville, S. C.	R. C. Barron (1).. T. R. Bennett (3)	T. R. Bennett (4).. Sidney Lowe (5)	R. Barron (7) T. R. Bennett
BARRONS ADVERTISING CO. *a-e* 1737 McGee St., Kansas City, Mo.	M. J. Barrons (1).. Wheeler Godfrey (3)	Wm. Rubin (5)....	
BARTON ADVERTISING CO 251 Causeway St., Boston, Mass.	Benj. Bartzoff (1)..		
BARTON & GOOLD, INC. *a-f-h* 420 Lexington Ave., New York City	R. A. Barton (1).. R. D. Creitz (3)	R. Chenault (5)...	Gilbert Goold (6)
BASFORD COMPANY, G. M. *a-e-f-h* 60 East 42nd St., New York City* Leader Bldg., Cleveland, Ohio	Roger L. Weasley (1) Edmund L. Butler (3)	G. Heiffel (5).....	W. H. Schink (6)
BASHAM, THOS. E Cumberland Bldg., Louisville, Ky.	M. P. Basham (3).	Thos. E. Basham (4) Thos. E. Basham (5)	M. P. Basham (6)
BASKIN ADV. AGENCY, SALEM N *a-e-f* 333 No. Michigan Ave., Chicago, Ill.			
BASS-LUCKOFF, INC. 607 Lafayette Building, Detroit, Mich.	Louis Bass (1).... Paul Saarvas (3)	S. E. Vehon (4)... Joseph Kannas (5)	Louis Bass (6) Louis H. Luckoff Charles F. Rosen M. Belinson, Felix Hower S. E. Vehon
BATES COMPANY, THE, J. D. *a-e* 496 Bridge St., Springfield, Mass.	J. D. Bates (1).... William M. Stewart (3)	Walter Coffey (5)..	
BATTEN, BARTON, DURSTINE & OSBORN, INC. *a-e-f-h* 383 Madison Ave., New York City* Northwest Bank Bldg., Minneapolis, Minn. 919 No. Michigan Ave., Chicago, Ill. Grant Bldg., Pittsburgh, Pa. Rand Bldg., Buffalo, N. Y. 1515 Terminal Tower, Cleveland, Ohio 1680 N. Vine St., Hollywood, Calif.	Bruce Barton (1).. E. Donohue (3)	Harold McNulty (4) William O'Donnell, (5) Mabel Hanford Louis Millot Austin Brew	
BATTENFIELD COMPANY, WALTER E. *e* Iowa-Des Moines National Bank Bldg., Des Moines, Iowa	W. E. Battenfield (1) H. Hartwick, Jr. (3)	Maxine Schweiker (4) Rol Gelatt (5)	W. E. Battenfield (6) Irwin Mitchnick H. Hartwick, Jr.
BAUER ADVERTISING AGENCY, ADRIAN. *a* 17th & Sansom Sts., Philadelphia, Pa.			
BAUER & MEYER, INC 250 Park Ave., New York City	Hans Meyer (1)...		
BAUERLE ADVERTISING AGENCY, T. R. *e-f* 222 W. North Bank Drive, Chicago, Ill.	T. R. Bauerle (o)..		Kathryn R. Wilson (7)
BAUERLEIN INC. *a-b* Hibernia Bank Bldg., New Orleans, La.	G. W. Bauerlein (1) H. S. McGehee (2) A. J. Bourgeois (3)	H. S. McGehee (4)	S. P. McGehee (6)
BAUM ADVERTISING AGENCY 1007 South Grand Ave., Los Angeles, Calif.* 101 Post St., San Francisco, Calif.	K. G. Baum (1)... Ruel R. Neiger (3)	Ned Root (4).....	R. B. Hudson (6)
BAWDEN BROS., INC. *e* 121 East Third St., Davenport, Iowa	A. R. Bawden (1).. A. R. Bawden (3)	H. E. Bawden (4) Ben Swanson (5)	H. E. Bawden (6) Ray Bawden
BAXLEY COMPANY, THE 326 Tide Water Bldg., Wilmington, N. C.	S. Baxley (o-m)... S. Baxley (3)	S. Baxley (4)..... S. Baxley (5)	S. Baxley (6)
BAXTER ADVERTISING COMPANY *a-e-h* 1004 Baltimore Avenue, Kansas City, Missouri	J. F. Baxter (o)...	J. F. Baxter (4)...	Miss J. Restrick (6) Harold W. Scot
BAYLESS-KERR COMPANY, THE *e-f* 1164 Hanna Building, Cleveland Ohios	H. D. Kerr (1).... Neville Bayless (3)	R. S. Rimanocsy (4) E. J. Hrudka (5)	A. W. Muir (6)



ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 163)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
BEALL, HARRY HAMMOND 541 Lillian Way, Los Angeles, Calif.	H. H. Beall (1). K. M. Elliott (3)	M. M. Rush (4). George E. Holl (5)	H. H. Beall (6) M. M. Rush B. B. Deatherage
BEAUMONT AND HOHMAN, INC. *a-b-e* 6 No. Michigan Ave., Chicago, Ill. 32 Peachtree St. N. W., Atlanta, Ga. 815 East Superior Ave., Cleveland, Ohio 1905 Elm St., Dallas, Tex. 1012 Baltimore Ave., Kansas City, Mo. 816 West Fifth St., Los Angeles, Calif. 1502 Farnam St., Omaha, Nebr. 220 New Montgomery St., San Francisco, Calif. Pacific Bldg., Portland, Ore. Central Bldg., Seattle, Wash.	H. A. Hohman (1). Clark Tradean (3)	Glen Shears (4)	
BECKER, ADVERTISING, MAX W. *a* Ocean Center Bldg., Long Beach, Calif.	Max W. Becker (o) Len Carey (3)	H. Vaughan (5)	M. W. Becker (6) Willard Elwood
BEEBE ADVERTISING AGENCY, INC. 30 Rockefeller Plaza, New York City	M. Morgan (3)	S. C. Kingsley (5)	M. Morgan (6)
BEECHER ADVERTISING COMPANY *e-f* 1706 Olive St., St. Louis, Mo.	Edw. Beecher (1). Wm. K. Maxwell (3)	Richard Linn (5)	Ed. Beecher (6) Jos. A. Maxwell
BEEMER, INC., BRACE 14401 Dexter, Detroit, Mich.	Brace Beemer (1). B. B. Obrecht (2)	K. S. Carrick (4)	
BEESON, INC., STERLING *a-e-f* Second National Bank Building, Toledo, Ohio	S. Beeson (1). R. J. Faller (3)	A. W. Keichert (4). H. R. Sturgeon (5)	
BEHEL & WALDIE *e* 400 West Madison St., Chicago, Ill.	V. W. Behel, Jr. (p) B. D. Waldie V. W. Behel, Jr. (3)	V. W. Behel, Jr. (4) H. I. Brokstad (5)	V. W. Behel, Jr. (6) B. D. Waldie R. A. Fiske
BEHR ADVERTISING AGENCY, KARL G. *f* 935 Francis Palms Bldg., Detroit, Mich.			
BEHR CO., JULIAN J. *a-e-f-k* Dixie Terminal Bldg., Cincinnati, Ohio			
BELDEN ASSOCIATES *f* 1213 West 3rd St., Cleveland, Ohio	F. E. Belden (o). R. Maitland (3)	Gordon Greitzer (5)	
BELL ADVERTISING CO., INC. 1250 Broadway, New York City	D. A. Chistoffers (1) W. A. Stone (3)	W. A. Stone (4) W. A. Stone (5)	
BENEDICT AND ASSOCIATES, WILLIAM F. 369 Pine St., San Francisco, Calif.	W. F. Benedict (1)		
BENNETT ADVERTISING 200-I Professional Bldg., High Point, N. C.	H. C. Bennett (1). C. P. Womble (3)	Ben Pate (5)	H. C. Bennett (6)
BENNETT, WALTHER & MENADIER, INC. 234 Boylston St., Boston, Mass.	N. Bennett, (o). F. P. Walther, Jr., A. M. Menadier Seldon Loring (3)	Royal W. Lieth (treas.) H. E. McDaniel (5)	
BENSON & DALL, INC. *a-e* 327 So. La Salle St., Chicago, Ill.			
BENTON & BOWLES, INC. *a-e-f-h* 444 Madison Ave., New York City* 919 No. Michigan Ave., Chicago, Ill. Equitable Bldg., Hollywood, Calif.	A. W. Hobler (1). T. J. Carnese (3)	W. O'Meara (4)	H. H. Dobberteen Media Dir.
BENTON & BOWLES-CHICAGO, INC. *a-e-h* 919 No. Michigan Ave., Chicago, Ill. (See Benton & Bowles, Inc.)			
BERKSHIRE NEWS COMPANY 16 South 5th St., Reading, Pa.	H. Davidon (1). H. Davidon (3)	H. Davidon (4)	H. Davidon (6)
BERLINER, LAWRENCE T. 315 West 106th St., New York City* P. O. Box 317, Corry, Pa.			
BERMINGHAM, CASTLEMAN & PIERCE, INC. *a-e* 136 East 38th St., New York City	A. Bermingham (1) J. L. Gagnon (3)	Stewart Wark (4). S. Paderewski (5)	G. C. Castleman (spot radio) (6) W. S. Kelly, Jr. (publications)
BESKIN ADV. AGENCY, INC., GERALD S. *e* 806 Phoenix Bldg., Minneapolis, Minn.	G. S. Beskin (1). R. Seymour (3)	G. S. Beskin (4). John Conley (5)	R. R. Auerbach (6)
BEST & CO., INC., FRANK *e-f* 9 Rockefeller Plaza, New York City	Frank Best (1). Roger Danaher (3)	Walter Taegen (4). Phil Everest (5)	Frank Best (6)
BEST CO., INC., HARVEY *e* 1606 Walnut St., Philadelphia, Pa.			
BETE ADVERTISING AGENCY, CHANNING L. 277 Main St., Greenfield, Mass.	C. L. Bete (1). R. R. Bruce (3)	C. L. Bete (4). R. R. Bruce (5)	C. L. Bete (6)
BETTS, INC., BOB. Insurance Exchange Bldg., Denver, Colo.	R. J. Betts (1). Eugene S. Blish (3)	R. J. Betts (4). Larry Grey (5)	R. J. Betts (6) L. W. Koerber
BEVIS, INC., GRAYDON E. *a-b* 832 Ingraham Bldg., Miami, Fla.	G. E. Bevis (1). Palmer Tyler (3)	M. Myler (4). Robert W. Hills (5)	G. E. Bevis (6)
BIESPIEL, ADVERTISING, LEE S. 664 N. Michigan Avenue, Chicago, Ill.	Lee. S. Biespiel (1) M. Ronayne (3)	Richard Olar (5)	L. S. Biespiel (6)
BIJUR, GEORGE 9 Rockefeller Plaza, New York City	George Bijur (1). Sidney I. Asp (3)	Arkady Leokum (4) Lester Beall (5)	Sidney I. Asp (6)
BINKLEY ADV. AGENCY *e* 311 Commercial Bldg., Sherman, Tex.			
BIOW CO., INC., THE *a-e* 9 Rockefeller Plaza, New York City	M. H. Biow (1). J. E. Garabrant (3)	L. W. Thomas (4). Wm. D'hanou (5)	E. C. Stanler (6)
BIRCHARD CO., THE *e* 1008 Western Ave., Seattle, Wash.			
BISBERNE ADVERTISING COMPANY *a* 58 E. Washington St., Chicago, Ill.	M. Bernstein (1). W. H. Buthman (3)		R. Bernstein (6)
BISHOP COMPANY, THE, RALPH J. 1540 East 21st St., Cleveland, Ohio	R. J. Bishop (1). R. E. Bixby (3)	Paul J. Burns (5)	
BLACK ADVERTISING AGENCY, W. L. Ganster Bldg., Reading, Pa.	W. L. Black (1). H. Witman (3)	R. A. Miller (5)	O. B. Dimler (6)
BLACKETT-SAMPLE-HUMMERT, INC. *a-e* 221 North La Salle St., Chicago, Ill.* 247 Park Ave., New York City 289 Greenwich Ave., Greenwich, Conn.	J. G. Sample (1). V. Jones (Chicago) (3) Geo. Kern (N.Y.)		Jack Loucks (Chicago) (6) L. H. Schroeder (N.Y.)
BLACKSTONE COMPANY, THE 1270 6th Ave., New York City	M. Blackstone (1). J. Steiner (assoc.) J. Steiner (3)	T. Thomasjan (4). Walter Miles (5)	G. Berju (6) John Faber
BLAINE-THOMPSON CO., INC. *a-e* 321 West 44th St., New York City			
BLAIR COMPANY, THE Chamber of Commerce Bldg., Pittsburgh, Pa.			J. Edmund Blair (6)
BLAKER ADVERTISING AGENCY, INC. *a-e* 120 East 41st St., New York City	H. B. Sell (1). John Weaver (3)	Al. F. Snyder (5)	Eleanor Kemble (6
BLAKSLEE ADVERTISING AGENCY, CLARE *e* 37 Strand Arcade Bldg., Lansing, Mich.	Clare S. Blakslee (1) Ira Murray (3)	M. W. Fellows (5)	C. S. Logsdon (6)
BLOCH ADV. AGENCY, ADOLPH L. *a-e* 108 No. W. 9th Ave., Portland, Ore.	A. L. Bloch (1). B. Hargreaves (3)	D. MacGregor (5)	A. L. Bloch (6) B. Hargreaves Carvel Nelson
BLODGETT COMPANY, HARVEY 1745 University Ave., St. Paul, Minn.	H. A. Blodgett (1). H. A. Blodgett (3)	H. A. Blodgett (4). H. A. Blodgett (5)	
BLOOMINGDALE ADV. AGENCY, KARL 213 So. Broad St., Philadelphia, Pa.	K. Bloomingdale(1)	K. Bloomingdale(4) Marie C. Myers (5)	Marie C. Myers (6)
BLUM ADVERTISING CORP., CHARLES *a-e-f-h* 1120 Spruce St., Philadelphia, Pa.	Charles Blum (1). E. P. Holland (3)	W. W. Michener (4) E. P. Holland (5)	E. A. McCay (6)
BLUM'S ADVERTISING AGENCY 809 Mission St., San Francisco, Calif. 1227 So. Olive St., Los Angeles, Calif.	Jean Blum (m). R. R. Clement (3)	Dan Adair (5)	R. R. Clement (6)
BOLLAND-McNARY, INC. 33 West 42nd St., New York City	J. E. Bolland (o). J. E. Bolland (3)	J. E. Bolland (4). J. E. Bolland (5)	J. E. Bolland (6)
BONSIB ADVERTISING AGENCY *a-e-f* 701 Old First Bank Bldg., Fort Wayne, Ind.	L. W. Bonsib (1). L. W. Bonsib (3)	L. W. Bonsib (4) Gawyayne Kinsey (5)	L. W. Bonsib (6)
BOOTH, PELHAM & CO., INC., ADV. *f* Slattery Bldg., Shreveport, La.	Leon Booth (1). O. Ford, Jr., (3)	Leon Booth (4). O. Ford, Jr. (5)	Olive Barthelf (6) E. L. Pelham
BORGATTI, INC., JOSEPH J. 230 Congress St., Boston, Mass.	J. J. Borgatti (1)		
BOTSFORD, CONSTANTINE & GARDNER *a-e-f-h* 115 S. W. Fourth Avenue, Portland, Ore. 814 Second Ave. Bldg., Seattle, Wash. 350 Russ Bldg., San Francisco, Calif. 323 Petroleum Securities Bldg., Los Angeles, Calif.			
BOTHWELL ADV. AGENCY, W. EARL Standard Life Bldg., Pittsburgh, Pa.	W. E. Bothwell (1) Clark Glenn (3)	Robt. McClean (4) J. M. Arnold, Jr. (5)	T. H. Black, Jr. (6)
BOTT COMPANY, THE, ALFRED 205 East 42nd St., New York City	A. E. Bott (1). C. M. Higgins (3)	A. O. Brodie (5)	M. Saks (6)
BOWERS, INC., EVERETT L. *e-f* 677-681 Ellicott Sq., Buffalo, N. Y.			
BOWMAN & COLUMBIA, INC. *a-f-e* 155 East 44th St., New York City	C. L. Bowman (1). L. B. Mathews (3)	W. T. Malone (4). L. Brennan (5)	C. H. Sterrett (6)
BOWMAN, DEUTE, CUMMINGS, INC. *a-e-f-h* 215 Market St., San Francisco, Calif.* 522 Fifth Ave., New York City 716 W. Olympic Blvd., Los Angeles, Calif. Castle & Cooke Bldg., Honolulu, T. H.	S. S. Bowman (1).	D.W. Cummings (4) L. B. Myers (5)	L. G. Moseley (6)
BOXLEY ADVERTISING CO. 204 Richardson Bldg., Toledo, Ohio	Hazel Boxley (1). J. Mikus (3)	Hazel Boxley (4)	Hazel Boxley (6)
BOYD, INC., J. CLEMENT *f* 14 South Park St., Montclair, N. J.* 2 West 46th St., New York City	J. C. Boyd (1). W. B. Hawkins (3)	J. C. Boyd (4). E. W. Stone, Jr. (5)	J. C. Boyd (6). W. B. Hawkins
BOYD SYSTEM, THE 1627 K St., N. W., Washington, D. C.	J. S. Boyd (p) LaFour L. Raymond		
BOYER ADVERTISING AGENCY 1521 Riverside Ave., Muncie, Ind.	R. B. Whinrey (m)		
BOYNTON ADV. AGENCY, INC., HENRY P. 1514 Prospect Ave., Cleveland, Ohio	H. P. Boynton (1) F. Reynolds (3)	H. P. Boynton (4) Bert Van Dellen 5)	H. P. Boynton (6)
BOZELL & JACOBS, INC. *a-e* Electric Bldg., Omaha, Neb. Terminal Bldg., Indianapolis, Ind. 122 S. Michigan Ave., Chicago, Ill. 711 Main St., Houston, Tex.			
BRADFORD & COMPANY 1220 Madison Avenue, Toledo, O.	H. F. Bradford (o).	C. L. Preston (5)	
BRADLEY ADV., PHIL *e* 15 N. 8th St., Minneapolis, Minn.			
BRAITSCH ADV. AGENCY, ARTHUR *e-f* 1017 Hospital Trust Bldg., Providence, R. I.	A. Braitsch (o)		J. A. Lorimer (6) A. Braitsch (7) John A. Lorimer
BRANDEWIEDE, JR., ADV. AGENCY, WM 804 Pine St., St. Louis, Mo.	W. Brandewiede, Jr. (o)		
BRANDT ADVERTISING CO. *a-e-f* Daily News Bldg., Chicago, Ill.	E. S. Brandt (1). George Rezek (3)	C. T. Beall (4)	
BRANSTATER-HAMMOND 41 East 42nd St., New York City	K. E. Hammond (o) H. F. Branstater F. Fuller (3)	M. V. Barr (4). F. Childrey (5)	N. Dahl (6) E. R. Weyer (research)
BRANTLEY ADV. AGENCY, THE, J. CARSON 129 West Innes St., Salisbury, N. C.	J. C. Brantley (1). A. N. Cheney (3)	J. C. Brantley (4). Gladys Dudley (5)	A. N. Cheney (6)
BREARLEY SERVICE ORGANIZATION *a* 11 East 44th St., New York City	Henry R. Gall (1).		H. R. Gall (6)
BRENISER & COMPANY *e* 257 S. 21st St., Philadelphia, Pa.	R. D. Breniser (o). R. D. Breniser (3)	R. D. Breniser (4). R. D. Breniser (5)	
BRENMAN, BROWN & CO., INC. Thomas Bldg., Dallas, Tex.	J. R. Brown (1). W. A. Walker (3)	J. R. Brown (4). W. A. Walker (5)	Pete Leath (6)
BRESNICK AND SOLOMONT *a* 120 Boylston St., Boston, Mass.	C. L. Solomont (3)	Oscar Bresnick (4). C. L. Solomont (5)	Oscar Bresnick (6)
BRETH, INC., R. C. *e* 310 Pine St., Green Bay, Wis.	R. C. Breth (1). J. R. Jackson (3)	E. A. Tourtellotte (4)	R. C. Breth (6)
BREWER-WEEKS COMPANY *e-f-h-j* 564 Market St., San Francisco, Calif.	F. T. Weeks (1). K. J. Beaver	W. A. Brewer (4)	
BRIDGE COMPANY, HARRY P. *a-e-f* 1324 Walnut St., Philadelphia, Pa.	H. P. Bridge (1). W. S. Chittick, Jr. (2)	Henry W. Gregg (5)	
BRIGGS & VARLEY, INC. *a-e* 14 East 48th St., New York City			
BRINDLEY-ROTH, INC. 206 E. Grand River Ave., Detroit, Mich.	R. B. Brindley (1). H. W. Roth (3)	P. R. Miller (4). H. W. Roth (5)	F. M. Mitten (6)
BRISACHER & STAFF, EMIL *a-e* 310 Crocker Bldg., San Francisco, Calif.* Petroleum Securities Bldg., Los Angeles, Calif.	E. Brisacher (1). Clark Pettit (3)	A. McKie Donnan (4) Ettore Firenze (5)	Eva Ross (6)
BROADCAST ADVERTISING, INC. 8 Newbury St., Boston, Mass.	J. E. Murley (1)	J. J. Manning (4)	J. E. Murley (6). J. J. Manning
BROEDER ADV. AGENCY, CLIFFORD F. 220 N. 4th St., St. Louis, Mo.	C. F. Broeder (1). J. C. Schanzle (3)	C. F. Broeder (4). G. L. Flanders (5)	C. F. Broeder (6) J. C. Schanzle
BROILES COMPANY, ROWLAND *e-f* 814 Dan Waggoner Bldg., Fort Worth, Tex.	R. Broiles (1). Miss Ruth Moseley (3) Harry Styles (3)	B. J. Lore (5)	R. McCarty (sec'y)
BROMLEY ADV. AGENCY *e* 333 Sexton Bldg., Minneapolis, Minn.			
BROOKE, SMITH & FRENCH, INC. *a-e-f-h* 82 E. Hancock Ave., Detroit, Mich.			
BROOKE, SMITH, FRENCH & DORRANCE, INC. *a-e-h* 347 Madison Ave., New York City (A subsidiary of Brooke, Smith & French, Inc.) Detroit, Mich.)	S. Dorrance (1). M. L. Hughes (3)	W. A. Adriance (5)	H. E. Pengel (6)
BROOKS ADVERTISING AGENCY *a* 1031 South Broadway, Los Angeles, Calif.	A. R. Brooks (1).		A. R. Brooks (6)
BROOKS, ADV., BERNARD M. *e* Insurance Bldg., San Antonio, Tex.			
BROOKS COMPANY, ROBERT H. *a-b-e-f* 805 Boyle Bldg., Little Rock, Ark.	R. H. Brooks (1). L. B. Pringle (3)		B. F. Lowry (6)
BROOKS ADVERTISING AGENCY, S. M. *a-b-e* 4th Fl. Union Nat'l Bank Bldg., Little Rock, Ark.	S. M. Brooks (o). E. L. Saunders (3)	A. H. Allen, Jr. (4) A. H. Allen, Jr (5)	Mrs. H. R. Moeller (6)
BROOKES & SONS COMPANY 801 So. Wells St., Chicago, Ill.	M. S. Brookes (1).	Marguerite L. Heinrichs (5)	R. P. Demski (6)
BROTHER & COMPANY, INC., D. P. *a-e-h* 8-149 General Motors Bldg., Detroit, Mich.	D. P. Brother (1). E. E. Potter (3)		C. Georgi, Jr. (6)
BROUGHTON ADV. AGENCY, AVERELL *f* 580 Fifth Ave., New York City	A. Broughton (1). M. Sherres (3)		E. Broughton (7) Bruce Angus
BROWN ADVERTISING AGENCY Everett Build., Akron, Ohio	D. Brown (1). D. E. Smith (3)	Geo. Spikerman (5)	Don Brown (6)
BROWN & CO., C. FRANKLIN *k* 75 East Wacher Dr., Chicago, Ill.	C. F. Brown (o). C. S. McKnight (3)	C. F. Brown (4). C. S. McKnight (5)	C. F Brown (6)
BROWN ADVERTISING AGENCY, E. H. *a-e-f* 140 South Dearborn St., Chicago, Ill.	E. H. Brown (1). D. E. Meintzer (3)	F. J. O'Connell (4) John Kelly (5)	J. B. Allen (6)
BROWN ADV. AGENCY, J. W. *e* 235 Deverill St., Ludlow, Ky.			
BROWN & GRAVENSON 1265 Broadway, New York City			
BROWN & THOMAS ADV. CORP. *a-e* 370 Lexington Ave., New York City	S. A. Brown (1). G. C. Stengle (3)	C. E. Clifford (4). A. Ed. Macon (5)	John J. Hagan (6)
BROWNE, LIMITED, T. B. 551 Fifth Ave., New York City 163 Queen Victoria St., London E. C. 4, England* Sydney, N. S. W., Austrlia Cape Town, S. Africa Glasgow, Scotland Manchester, England	W. Hopkinson (Resident Mgr.)		
BROYLES COMPANY, GALEN E. *a-e* Midland Savings Bldg., Denver, Colo.			
BRUCK ADVERTISING CORP., FRANKLIN *a* R. K. O. Building, New York City	F. Bruck (1). W. Simons (3)	Cecil Billings (4). Joseph Shaw (5)	J. Joseph, Jr. (6)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 164*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
BRYAN & BRYAN ADVERTISING *b-s* 430 Giddens-Lane Bldg., Shreveport, La.	M. L. Bryan (p) C. W. Bryan		
BRYANT ADVERTISING 605 N. Michigan Ave., Chicago, Ill.	J. E. Bryant (1)	M. VanDuser (5)	E. M. Lee (6)
BUCHANAN & CO., INC. (CALIFORNIA) *a* 1709 West 8th St., Los Angeles, Calif.	Fred M. Jordan (2) Gerald Smith (3)	Cedric W. Tarr (4) George W. Hall (5)	M. E. Gruber (6)
BUCHANAN'S ADVERTISING AGENCY 4 Durham St., Boston, Mass.* 3301 S. Wabash Ave., Chicago, Ill. 367 N. Lincoln Ave., Aurora, Ill.	G. Buchanan (1) T. Evans (2)	L. Brenstein (5)	George Foster (6)
BUCHANAN & COMPANY, INC. *a-e-f-h* 1501 Broadway, New York City* 1709 West 8th St., Los Angeles, Calif. 919 North Michigan Ave., Chicago, Ill. Kohl Bldg., San Francisco, Calif. 6331 Hollywood Blvd., Hollywood, Calif.	T. S. Buchanan (1) E. R. Harris (3)	Joe Dunn (4) Park Berry (5)	S. Schaefer (6) E. F. Moeller
BUCHANAN-THOMAS ADV. COMPANY *a-e-f* 412 So. 19th St., Omaha, Neb.	C. C. Buchanan (p) L. H. Thomas G. H. Lindley (g-m)	R. R. Foster (4) Floyd Wilson (5)	G. H. Lindley (6) R. L. Davis B. H. Kenny
BUCHEN COMPANY, THE *a-e-f-h* 400 West Madison St., Chicago, Ill.	W. Buchen (1) Thomas Hodge (3)	Walter Baers (4) Wilbur Smart (5)	C. W. Fisher (6)
BUGGELN, SMITH & GRAHAM, INC. *e* 2 West 46th St., New York City			
BULL, INC., J. C. *a-f* 101 Park Ave., New York City			
BULL, ADVERTISING, NORRIS L. 650 Main St., Hartford, Conn.	Norris L. Bull (o). Norris L. Bull (3)	Norris L. Bull (4). Norris L. Bull (5)	Norris L. Bull (6)
BUNKER, INC., JOHN 515 Schmidt Bldg., Cincinnati, Ohio	John Bunker (1)	R. A. Ruthman (5)	
BURNETT COMPANY, INC., LEO *a-e-f-h* 360 No. Michigan Ave., Chicago, Illinois	Leo Burnett (1) John Demko (3)	D. O'Kieffe (4) John Olson (5)	E. R. Gamble (6)
BURNET-KUHN ADVERTISING CO. *a-e* 520 North Michigan Ave., Chicago, Ill.	Paul R. Kuhn (1)	Phil. D. Simons (5)	J. H. Kristof (6)
BURNS, ADVERTISING, JAY E. 2975 Cottage Grove Ave., Chicago, Ill.	Jay E. Burns (1) R. A. Hamilton (3)		Jay E. Burns (6) Jay E. Burns (7) R. A. Hamilton
BURNS AND ASSOCIATES, CHARLES L. Burns Bldg., Cleveland, Ohio	C. L. Burns (p) W. Orr (associate)	Edw. Schueren (5)	
BUSBEY ADVERTISING AGENCY, RALPH C. 31 N. Summit St., Akron, Ohio	R. C. Busbey (1) G. C. Shuman (3)	Paton Edwards (5)	F. Richter (6)
BUSE ADVERTISING, ELLIOTT 11A Baltimore Life Bldg., Baltimore, Md.	Elliott Buse (1) Lois Demme (3)	Elliott Buse (4) Stuart Hollis (5)	Elliott Buse (6)
BUSH ADVERTISING AGENCY, RICHARD C. 902-3 Professional Bldg., Waco, Tex.	R. B. Bush (1)		
BUSWELL ADVERTISING AGENCY *e* 1028 Lay Blvd., Kalamazoo, Mich.	J. H. Buswell (o)		
BUTLER & ASSOS., KENNETH B *e* 1501 W. Washington Rd. Mendota, Ill.			
BUTLER ADVERTISING, LESTER H. 306 Buckeye Bldg., Akron, Ohio	L. H. Butler (1) Van D. Bartlette (3)	L. H. Butler (4) Donald Peck	L. H. Butler (6)
BYER & BOWMAN ADV. AGENCY *a-e-f* 203 East Broad Street, Columbus, Ohio	G. K. Bowman (p) Herbert Byer J. M. Burghalter G. K. Bowman (3)	Herbert Byer (4) Ed Pace (5)	Herbert Byer (6) G. K. Bowman J. M. Burghalter L. N. Freeseau Herbert Wise W. P. Brown
BYRDE, RICHARD & POUND *f* 450 Fourth Ave., New York City			
BYRNE ADV. AGENCY, INC. *e* 35 E. Wacker Drive, Chicago, Ill.			
BYRON, INC., MARK Congress Bldg., Miami, Fla. 3328 Garden Ave., Miami Beach, Fla.	M. Byron III (1) C. M. Moon (2) S. E. Hunsaker (3)	F. P. Alston (4) James Oliver (5)	R. C. Lipe (6) M. Byron III (7) S. E. Hunsaker Kenneth Burgher Jean Lee
BYRUM ADVERTISING AGENCY *e* 1829 Champa St., Denver, Colo.	R. H. Byrum (1) E. M. Pepin (3)		

C

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
CABOT & CO., INC., HARDOL *a-h* 24 Milk Street, Boston, Mass.	Harold Cabot (1). H. W. Patterson (exec.) (2) D. D. Douglass J. E. Kennedy J. L. O'Brien (3)	G. E. Fuller, Jr. (4) Geo. R. Griffin (5)	
CAHALL ADVERTISING AGENCY Fox Bldg., Philadelphia, Pa.	W. S. Cahall (1) Marie Kirner (3)	W. S. Cahall (4) W. S. Cahall (5)	J. I. Stewart (6
CAHN, MILLER & NYBURG, INC. 413 N. Charles St., Baltimore, Md.	Loyis F. Cahn (1). C. LeRoy Miller (2)	Louis F. Cahn (4). Leonore Kahn (5)	C. LeRoy Miller (6) R. S. Nyburg (7) E. Lyell Gunts
CAIRNS & COMPANY, JOHN A. *e-f* 45 East 17th St., New York City	John A. Cairns (p). J. H. Smith Abraham Fisher Abraham Fisher (3)	John A. Cairns (4). J. H. Smith (5)	Helen Thurman (6)
CALDWELL-BAKER COMPANY, THE *a-e-f* 1204 Merchants Bank Bldg., Indianapolis, Ind.	H. C. Caldwell (1). Earl F. Beam (3)	C. M. Alfred (4) B. W. Connelley (5)	Earl F. Beam (6)
CALHOUN ADVERTISING AGENCY, THE 315-319 Colorado Bldg., Denver, Colo.	B. A. Ohlander (1).		
CALIFORNIA ADVERTISING AGENCY 438 Chamber of Commerce Bldg., Los Angeles, Calif.			
CALKINS & HOLDEN *a-e-f* 247 Park Ave., New York City	J. S. Smith (1) D. C. Wright (3)	G. F. Thomson (4). W. Geoghagen (5)	J. J. Griffin (6)
CALLAWAY ASSOCIATES, THE *e-f* 210 South St., Boston, Mass.			
CALLO-Mc NAMRAA-SCHOENEICH, INC. 340 East 149 St., New York City* 52 Vanderbilt Ave., New York City	J. F. Callo (1). G. C. Schoeneich (2)	T. O. Deignan (5).	J. H. Galvin (6)
CAMPBELL DURHAM VON OLM COMPANY. 59 East Van Buren St., Chicago, Ill.	A. L. Campbell (1) A. E. Tauscher (2) S. Gilbert (3)	J. D. Thompson (5)	H. Stanley (6)
CAMPBELL-EWALD COMPANY *a-e-f-h* General Motors Bldg., Detroit, Mich.* 230 No. Michigan Ave., Chicago, Ill. 703 Market St., San Francisco, Calif. 714 W. Olympic Blvd., Los Angeles, Calif.	H. T. Ewald (1) R. W. Sheldon (3)	P. L. Atkinson (4). H. Davidson (5)	J. J. Hartigan (6)
CAMPBELL-EWALD CO. OF NEW YORK, INC. *a-f-h* 1790 Broadway, New York City* 1214 19th St. N.W., Washington, D. C.	F. D. Richards (1). R. P. Caterson (3)	Vernon Welsh (4). W. A. McNabb (5)	E. A. Elliott (6)
CAMPBELL, HOTEL TRADE ADV. AGENCY, W. H. Penn-Atlantic Bldg., Atlantic City, N. J.			
CAMPBELL-MITHUN, INC. *a-e-f* Northwestern Bank Bldg., Minneapolis, Minn.			
CAMPBELL-SANFORD ADVERTISING CO. *e* Farley Bldg., Cleveland, Ohio* 342 Madison Ave., New York 608 So. Dearborn St., Chicago, Ill. 1922 Linwood Ave., Toledo, Ohio	G. H. Campbell (1) R. J. McFarlin (3)	M. H. Dye (5)	G. H. Campbell (6)
CAMPBELL CO., W. AUSTIN 542 So. Broadway, Los Angeles, Calif.	W. A. Campbell (1)		
CANTOR, SOLIS S. *f* 1600 Walnut St., Philadelphia, Pa.	S. S. Cantor (1) S. Silverstein (3)	Paul Muchnick (4) Jack J. Shaw (5)	S. S. Cantor (6) S. Silverstein
CAPITOL ADVERTISING AGENCY, INC. 370 Seventh Ave., New York City	John J. Barry (1). L. P. Greenberg (3)	Wm. Hedler (4). A. M. Fowler (5)	L. P. Greenberg (6) John J. Barry Wm. Hedler
CAPLES COMPANY, THE *a-e* 230 Park Ave., New York City 225 East Erie St., Chicago, Ill. 1416 Dodge St., Omaha, Neb. 412 West 6th St., Los Angeles, Calif.	R. C. Caples (1). A. Woodley (2) J. B. Fair (N.Y.) (3) A. G. Almen (Chicago)	Jewett Allen (5)	R. D. Foster & N. C. Fay (N.Y.) (6) W. E. Gibson (Chicago) M. Cronk (Los Angeles)
CARGILL COMPANY, THE 24 Wealthy St., S. W., Grand Rapids, Mich.	J. F. Murphy (1). Henry Ziel (3)	Fred C. Drew (4). A. Marquardt (5)	M. E. Deurloo (6)
CARLSON, DALY & WILTMAN, ADV. 913 Investment Bldg., Pittsburgh, Pa.	A. G. Carlson (3)	John C. W. Daly (4) Maybel Bryant (5)	R. F. Wiltman (6) (market research)
CARLTON ADVERTISING AGENCY Postal Bldg., Miami, Fla.	L. D. Carlton (1). E. S. Frankenburg (3)	R. V. Porterfield (4) G. E. Hostetter (5)	L. D. Carlton (6)
CARON ADVERTISING AGENCY, INC. 176 West Adams St., Chicago, Ill.	Joel A. Caron (1).	R. Peterson (4). A. Benson (5)	Miss Bee (6) Miss Rogers
CARPENTER ADVERTISING CO. *a-e-f-h* Citizens Bldg., Cleveland, Ohio			
CARR ORGANIZATION, THE, RAY Citizens Bank Bldg., Portland, Ore.	Ray Carr (1) Wm. Winter (3)	A. B. Carr (4) Lou Williams (5)	Ray Carr (6)
CARTER, JONES & TAYLOR *a-e-f* Associates Bldg., South Bend, Ind.			
CARTER-OWENS ADV. AGENCY, INC. *a-e-f* 510 Occidental Building, Kansas City, Kan.	C. W. Carter (1). J. E. Herndon (3)	Ralph Miller (5)	C. W. Carter (6) M. Owens Merritt W. G. Rowe
CARTER-THOMSON CO. *e* 1420 Walnut St., Philadelphia, Pa.			
CASEY ADVERTISING AGENCY 242½ Fannin St., Beaumont, Tex.	R. L. Casey (1) Jno. Q. Adams (3)	Grace D. Casey (4) Earl McLemore (5)	W.L. Musick (6) Grace D. Casey
CASH & ASSOCIATES, INC., FRANK I. *e* 360 N. Michigan Ave., Chicago, Ill.			
CASO, INC., F. ARTHUR 71 West 45th St., New York City	Frank A. Caso (1). J. J. Orrico (3)	Henry Helm (4) John J. Orrico (5)	Fay Caso (6) Dorothy Tannen
CASTELLO, RAYMOND L. 17 Copley Terrace, Pittsfield, Mass.			R. L. Castello (6)
CAVALLY ADV. AGENCY, FREDERICK L. 514 Main St., Cincinnati, Ohio	F. L. Cavally (1)	F. L. Cavally (4)	
CAVE COMPANY, EDWARD *e-f* 205 East 42nd St., New York City	Edward Cave (1) Wyman Fitz (3)		E. H. Manning (6)
CECIL & PRESBREY, INC. *a-b-e-h* 247 Park Ave., New York City* 228 North LaSalle St., Chicago, Ill.	J. M. Cecil (1) T. P. Mahoney (3)	E. M. Anderson (5)	Harry Parnas (6)
CEDER, REX *e-f* 205 East 42nd St., New York City			
CENTRAL ADVERTISING CORPORATION *a-e* Board of Trade Building, Indianapolis, Ind.	G. Vance Smith (1)	G. Kristufek (5)	G. Vance Smith (6)
CENTRAL ADVERTISING SERVICE, INC. *e* 45 West 45th St., New York City	Louis Britwitz (1). G. R. Lesser (3)	Louis Ehrlich (5)	L. Britwitz (6)
CENTURY ADVERTISING AGENCY 201 N. Wells St., Chicago, Ill.	J. W. Cooper (1). J. W. Cooper (3)	J. W. Cooper (4). J. W. Cooper (5)	J. W. Cooper (6)
CENTURY ADVERTISING AGENCY, INC. 1307 Industrial Bank Bldg., Detroit, Mich.	S. M. Epstein (1). N. R. Thal (3)	N. R. Thal (4) R. G. Steffes (5)	N. R. Thal (6)
CESANA & ASSOCIATES, LTD. 681 Market St., San Francisco, Calif. 2603 Third Ave., Seattle, Wash.	R. Cesana (m) C. H. Brockhagen B. D. Hunt (3)	B. Brodrick (5)	B. D. Hunt (6)
CHAMBERLIN & ASSOCIATES ADVERTISING, HAROLD S. *e-f* 691 Endicott Bldg., St. Paul, Minn.	H. S. Chamberlin (1) K. F. Long (3)	H. S. Chamberlin (4) L. K. Altman (5)	Lillian Fagen (6)
CHAMBERS & WISWELL, INC. *a-e* 38 Newbury St., Boston, Mass.			
CHAPPELOW ADVERTISING CO. *a-e-f-h* Continental Bldg., St. Louis, Mo.	B. E. Chappelow (1)	J. A. Hubbard (4). F. A. Watts (5)	D. L. Fox (6) F. A. Watts (6)
CHARLES ADVERTISING SERVICE *a-e-h* 32 East 57th St., New York City	J. Boorster (1) J. J. Carey (3)	C. A. Rowland (4). W. S. Sturtevant (5)	M. J. Murray (6)
CHELTENHAM-ADVERTISING 551 Fifth Ave., New York City	J. A. Briggs (1)	J. E. Wilson (4). J. E. Ferdinand (5)	J. E. Wilson (6)
CHICAGO UNION ADV. AGENCY, INC. *e* 20 W. Jackson Blvd., Chicago, Ill.			
CHILTON ADVERTISING AGENCY *b* 3836 Turtle Creek Blvd., Dallas, Texas	A. L. Chilton (1)		L. H. Chilton (6)
CHIRURG COMPANY, JAMES THOMAS *a-f* 414 Park Square Bldg., Boston, Mass.	J. T. Chirurg (1). H. T. Hirst (3)	H. G. Sawyer (4). W. L. Buckley (5)	Prescott Winkley (6)
CHRISTIANSEN-Mc PHERSON ADVERTISING AGENCY *e* Stuart Bldg., Lincoln, Neb.	C. J. Christiansen (associates) R. W. McPherson F. Arthur Boyer (business mgr.)		
CHURCH GREEN COMPANY, THE *a-e* 248 Boylston St., Boston, Mass.			
CHESMAN CO., NELSON Hamilton Trust Bldg., Chattanooga, Tenn.;	H. Tritschler (1). J. E. Fontaine (2)	J. E. Fontaine (4). J. E. Fontaine (5)	S. M. Kelly (6) H. Tritschler
CHIRURG COMPANY, JAMES THOMAS *a-f-h* Park Square Bldg., Boston, Mass.	J. T. Chirurg (1). H. T. Hirst (3)	H. G. Sawyer (4). W. L. Buckley (5)	P. Winkley (6)
CLANCY CO., ROCKWELL F. 75 E. Wacker Dr., Chicago, Ill.	R. F. Clancy (1)		
CLAPP & POLIAK, INC. 232 Madison Ave., New York City	T. L. Clapp (1) S. Poliak (3)		
CLARK, INC., C. P. *a-b-e-f* 2411 West End Ave., Nashville, Tenn. Norris Bldg., Atlanta, Ga.	C. P. Clark (1). B. Moran (m) (Atlanta) M. Curtis (Nashville) (3) J. D. Muse (Atlanta)	C. P. Clark (4) (Nashville) B. Moran (Atlanta) Fillmore Cannon (Nashville) (5) H. Armstrong (Atlanta)	D. G. Goodwin (6) (Nashville) Pat Wilson (Atlanta)
CLARK ADV. AGENCY, DARWIN H. *a-e-f* 541 S. Spring St., Los Angeles, Calif.	D. H. Clark (1). K. A. Lott, Jr. (3)	W. P. Fehlman (4)	D. G. Anderson (6)
CLARKE COMPANY, E. A. *e* 505 Chestnut St., Philadelphia, Pa.	E. A. Clarke (o). Curtin MacAfee (3)		
CLARKE & ASSOCIATES, INC., ROBERT E. *b* Biscayne Bldg., Miami, Fla.			
CLATFELTER ADV., HARRY *e* Jefferson Bldg., Peoria, Ill.			
CLEMENTS COMPANY, INC., THE *a* 1601 Chestnut Street, Philadelphia, Pa.	I. W. Clements (1) R. Cummins (3)	E. D. Masterman (4) S. F. Squire (5)	K. E. King (6)
CLIMO, JR., GEORGE F. *f* 4403 St. Clair Ave., Cleveland, Ohio			
CLINE ADVERTISING SERVICE *e* First National Bank Bldg., Boise, Idaho	Wm Cline (o-m). Ted Brook (3)	John Greenlee (4). Carl Hoobing (5)	Flora Dobaran (6)
COCHRANE ADV. AGENCY, W. K. *a-e* 333 No. Michigan Ave., Chicago, Ill.			
COE, GUY & WALTER INC. *e-f* 520 N. Michigan Ave., Chicago, Ill.	Oscar L. Coe (1)	W. C. Johnson (4).	L. St. Pierre (6)
COLE AND COMPANY, INC. *b-e* Sterick Bldg., Memphis, Tenn.	L. W. Cole (1) L. Lacey (3)		L. W. Cole (6) Bernard L. Cohn Harry H. Cohn Edw. F. Falls
COLE'S, INC. *a-e-f* 720 Grand Ave., Des Moines, Iowa	Robt. S. Cole (1). Lee F. Foll (3)	James L. Cole (4)	J. L. Cole (6) Robt. S. Cole A. T. Cole
COLLE CO., ALFRED *e-f* 500 S. 7th St., Minneapolis, Minn.			
COLLEGIATE SPECIAL ADV. AGENCY, INC. 110 West 40th St., New York City			
COLLISSON COMPANY Tribune Bldg., Minneapolis, Minn.	C. F. Collisson (1).		
COLTON COMPANY, WENDELL P. *a-e-f-h* 122 East 42nd St., New York City*	W. P. Colton (1). G. F. Baird (3)	Roger Joslyn (5)	A. F. Dermody (6)

(*Continued on page 166*)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 165*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
COLUMBIA ADVERTISING AGENCY. 17 West 45th St., New York City		B. Wertheim (4) C. Rosner (5)	S. Shlakman (6)
COMER ADVERTISING CO., RUSSELL C. *e*. Fairfax Bldg., Kansas City, Mo.	R. C. Comer (1) J. C. Fehlandt (2)		M. B. Cooksey (6) J. C. Fehlandt
COMMERCIAL ADV. AGENCY, INC. *e-f*. 600 So. Michigan Ave., Chicago, Ill.	Maurice Blink (1) H. H. Bloch (3)	Paul Randall (4) Otto Pearson (5)	E. A. Gebhardt (6) W. I. Brockson
COMPTON ADVERTISING, INC *a-e-f-h*. 630 Fifth Ave., New York City* 416 Gwynne Bldg., Cincinnati, Ohio 221 No. La Salle St., Chicago, Ill.	R. Compton (1) F. Wartenberg (3)	A. Stanford (4) Mary Shomier Gordon Aymar (5)	G. Richards (6) (periodicals) Walter C. Barber (newspapers) Wm. Maillefert (radio time)
CONDON COMPANY, INC. *e*. 1021 Washington Bldg., Tacoma, Wash.	John Condon (1) John Condon (3)	V. Kaufman (4) J. S. Wood (5)	John Condon (6) V. Kaufman
CONE GENERAL ADV. AGENCY, ANDREW *a-e-f-h*. 400 Madison Ave., New York City			
CONLEY ADV. AGENCY *e*. 75 E. Wacker Drive, Chicago, Ill.			
CONNER ADV. AGENCY, INC. *a-e-f-h*. 3rd Fl. RKO Building, Denver, Colo.	Cecil R. Conner (1) W. H. Wagner (3)	W. H. Wagner (4) Phil Hayward (5)	C. E. Brace (6)
CONNER CO., THE *e-f*. Russ Bldg., San Francisco, Calif.			
CONOVER CO., S. A. *a-e-f-h*. 75 Federal St., Boston, Mass.	S. A. Conover (1) A. H. Cline (3)	A. H. Cline (4) A. H. Cline (5)	Claire A. Sullivan (6)
CONTINENTAL ADVERTISING ASSOCIATES. 7 West 44th St., New York City	R. L. Kendell (3)	H. B. McBride (5)	
CONTINENTAL ADVERTISING SERVICE. 210 West 7th St., Los Angeles, Calif.	J. R. Osherenko (1) R. E. Anderson (3)	W. L. Grant (4) Herbert Davey (5)	L. S. Farnham (6) F. Anderson
COOLIDGE ADVERTISING COMPANY *a-e-f-h*. 308-14 Insurance Exch. Bldg., Des Moines, Iowa	P. Blakemore (1) R. H. Morgan (3)	H. F. Oltrogge (5)	P. Blakemore (6) R. H. Cary Henry Kroeger
COOPER ASSOCIATES, A. E. 551 Fifth Ave., New York City* 18 Highland Ave., Monroe, N. Y.	A. E. Cooper (1) A. E. Cooper (3)	L. N. Cooper (4) S. Snyder (5)	
CORE COMPANY, GUY C. *a-e-f*. 168 West Michigan Ave., Jackson, Mich.	Guy C. Core (1) Guy C. Core (3)	Charles Berger(4) J. F. MacFadden (5)	H. J. Core (6)
COTTER ADVERTISING AGENCY *a*. 120 Boylston St., Boston, Mass.			
COWAN ADVERTISING AGENCY, THE. 32-34 Cedar St., Bridgeton, N. J.	John A. Cowan (1)	Lee Robbins (5)	Ira S. Cholerton (6)
COWAN AGENCY, GEO. J. 300 W. Adams St., Chicago, Ill.	Geo. J. Cowan (1)		
COWAN & DENGLER, INC. *a-e*. 30 Rockefeller Plaza West, New York City	S. D. Cowan (1) John H. Griffin (3)		Ralph H. Bain (6)
COWEN, MORTON H. *f*. 221 No. La Salle St., Chicago, Ill.			
COX ADVERTISING AGENCY, INC., J. P. *a*. 101 Tremont St., Boston, Mass.	Joseph P. Cox (1)		
COX ADVERTISING AGENCY, MERLE V. 20 E. Jackson Blvd., Chicago, Ill.	B. V. Cox (1) L. C. Loyfaith (3)		W. E. Perrine (6)
COX ADV., W.I.N. *e*. Suite 314 Tramway Bldg., Denver, Colo.			
COX ASSOCIATES. 60 East Euclid Ave., Detroit, Mich.	Florence E. Cox (1) Marlon G. Ryan (3)	Florence E. Cox (4) Edna Barr (5)	Florence E. Cox (6)
CRAIG, JOHN GILBERT *k*. 903 Shipley Street, Wilmington, Del.		R. N. Carlisle (5)	J. G. Craig (6)
CRAMER-KRASSELT CO., THE *a-e-f-h*. 733 No. Van Buren St., Milwaukee, Wis.	A. W. Seiler (1) H. Fink (3)	L. M. Krautter (4) L. J. Bailey (5)	L. Ness (6) O. Erbstoesser C. W. Faude
CRAMER-TOBIAS-MEYER, INC. *a-e*. 515 Madison Ave., New York City	R. D. Tobias (1) Goldalie Frank (3)	Ruth Goldberg (4) R. D. Tobias (5)	Jacques Meyer (6)
CRANK, INC., CHET. 950 So. Broadway, Los Angeles, Calif.	Chet Crank, Inc. (1) A. J. Nack (3)	Bert Wheeler (4)	Wallace Crank (6)
CRAVEN & HEDRICK, INC. *e*. 522 Fifth Ave., New York City	P. H. Hedrick (1)	Ted Hyde (5)	P. H. Hedrick (6) B. N. Craven
CRAWFORD ADV. AGENCY *b*. 107 N. Conception St., Mobile, Ala.	H. Crawford (o)		
CREAMER ADV., THEODORE B. 6605 Hollywood Blvd., Hollywood, Calif.	T. B. Creamer (1)		
CREATIVE AGENCY ASSOCIATES. 209 East Baltimore Ave., Detroit, Mich.	H. D. Albers (3)	Lee Foster (5)	G. U. Radoye (6)
CRIER ADVERTISING SERVICE, THE. 1840 East 87th St., Cleveland, Ohio	Wm. V. Linas (1)		
CRITCHFIELD & COMPANY *a-e*. 720 North Michigan Ave., Chicago, Ill.	Scott S. Smith (1) R. M. Cowing (3)	V. L. Scantlin (4) R. M. Cowing (5)	E. Groenboom (6)
CROLLY ADVERTISING AGENCY. 25, 26 Bennett Bldg., Wilkes-Barre, Pa.* 128 Birch St., Scranton, Pa.	D. F. Crolly (1) Phil. A. O'Neill (g-m) (3)	C. B. Keiser (5)	Doris Callahan (assistant) (6)
CROOK ADVERTISING AGENCY *a-b-e*. Southwestern Life Bldg., Dallas, Tex.			
CROOT CO., INC., SAMUEL C. *a-e-f*. 28 West 44th St., New York City			
CROSBY SERVICE, INC., THE ARTHUR. 516 5th Ave., New York City	B. Landsman (1) E. Hershaff (3)		B. Landsman (6)
CROSS & LA BEAUME, INC. *e*. 250 5th Ave., New York City			
CROYDON ADVERTISING AGENCY, INC. 18 East 41st St., New York City	Saul Kampf (1) M. J. Middleman (3)	M. J. Middleman (4) P. J. Kalenson (5)	Saul Kampf (6) M. J. Middleman
CRUTTENDEN & EGER *e-f*. 64 E. Lake St., Chicago, Ill.	E. I. Eger (o) Richard Wilson (3)	Harry Beier (5)	
CUMMINGS, ADVERTISING, EARL M. *e-f*. 716 Gas-Electric Bldg., Rockford, Ill.	E. M. Cummings (1) H. Winder (3)	Wm. Collins (5)	A. B. Brand (6) J. R. McPherson
CUMMINGS OUTDOOR ADV. CO., GILBERT. 1101 Finance Bldg., Philadelphia, Pa. 506 Spruce Ave., Bywood, Delaware Co., Pa.	Mary W. Cummings (1) J. Ballantyne, Jr. (3)	J. Ballantyne, Jr. (4) J. Ballantyne, Jr. (5)	J. Ballantyne, Jr. (6)
CUNDIFF ADVERTISING AGENCY, W. E. *e*. 301½ College St., Springfield, Mo.	W. E. Cundiff (1)	Paul Holland (5)	W. E. Cundiff (6)
CUNNINGHAM COMPANY, THE *f*. 179 W. Washington St., Chicago, Ill.			
CURTIS ADVERTISING, T. L. 10 Hopper St., Utica, N. Y.	T. L. Curtis (o) M. C. Curtis (3)	T. L. Curtis (4) Cal. Ashley (5)	M. C. Curtis (6)
CUSACK ADVERTISING AGENCY, C. F. 1730 Glenarm St., Denver, Colo.	C. F. Cusack (1) Mabel Gates (3)	Mabel Gates (4) F. L. Philipe (5)	C. F. Cusack (6) John McEniry (radio) (6)

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
DAKE ADVERTISING AGENCY, INC. *a-e*. 116 New Montgomery St., San Francisco, Calif.	L. E. Dake (1)		A. Loretz (6)
DAKE-JOHANET ADVERTISING AGENCY *a-e* 1220 Maple Ave., Los Angeles, Calif. 251 Kearny St., San Francisco, Calif.	F. W. Johanet (g m) C. C. Standefer (mgr. S. F. Off)		F. W. Johanet (6) C. C. Standefer
DAKEN ADV. AGENCY, INC., THE *e*. 2025 Third Ave., Seattle, Wash.			
DAKO ADVERTISING AGENCY. 300 Nicolet Ave., Minneapolis, Minn.	W. Heynacher (1) W. Heynacher (3)	H. M. Fish (4) W. P. Butler (5)	W. Heynacher (6)
DAKOTA ADVERTISING AGENCY, INC. 318 Citizens Bldg., Aberdeen, S. D.	H. M. Fish (1)		
DALTON AND ASSOCIATES, RALPH *e-f-h*. N.W. Corner Public Square, Troy, Ohio	R. W. Dalton*(o) Stanley Roberts (3)	H. Matlocks (4) Delmar Kain (5)	Thelma Ross (6)
DANNETT, SYLVIA G. L. 75 Leonard St., New York City			
D'ARCY ADVERTISING COMPANY *a-e-f-h*. Missouri Pacific Bldg., St. Louis, Mo.* Terminal Bldg., Cleveland, Ohio 515 Madison Ave., New York City P. O. Box 1734, Atlanta, Ga. 90 Broadview Ave., Toronto, Ont.	W. C. D'Arcy (1) F. McMahon (3)		F. S. Ott (6)
DAUGHERTY, INC., JIMM. *e*. 211 West 7th St., St. Louis, Mo.			
DAVID, INC., ADVERTISING AGENCY *a-e-f*. W-3173 First Natl. Bank Bldg., St. Paul, Minn.* 410 White Bldg., Seattle, Wash. 1085 Monadnock Bldg., San Francisco, Calif.	Q. J. David (1) O. H. Haugen (3)	J. C. Fabbrini (4) Roger H. David (5)	G. F. Conway (6) Angeline Clement (radio dir.) Q. J. David (7) R. H. David G. F. Conway S. G. Dickinson
DAVIDSON ADVERTISING AGENCY *e-d*. 310 San Diego Tr. & Svgs. Bldg., San Diego, Calif.			
DAVIES AND McKINNEY *f*. Erie Trust Bldg., Erie, Pa.	A. J. Davies (p) C. E. McKinney D. E. Erhart (3)		A. J. Davies (6) C. E. McKinney
DAVIS ADVERTISING AGENCY. 351 Starks Bldg., Louisville, Ky.	J. E. Davis (o)		
DAVIS & BRO. ADV. AGENCY, B. K. *e*. Oxford & 7th Sts., Philadelphia, Pa.			
DAVIS, H. A., CO. *e*. 609 N. LaSalle St., Chicago, Ill.			
DAVIS CO., HENRY L. 2 West 46th St., New York City	H. L. Davis (1) F. Walter (3)	H. L. Davis (4) F. Walter (5)	H. L. Davis (6)
DAVIS PRESS, INC., THE. 44 Portland St., Worcester, Mass.	R. M. Spencer (1) Francis P. Dill (3)	Clayton Clark (5)	
DAVIS & ASSOCIATES, INC., TRAYTON H. 625 N. Milwaukee St., Milwaukee, Wis.	T. H. Davis (1) Carl P. Hora (3)		
DAVIS COMPANY, THE WAYNE. 2 East Redwood St., Baltimore, Md.	M. W. Davis (o)		
DAVIS, WAYNE. 14 Beacon St., Boston, Mass.	W. E. Davis (o) Wayne E. Davis (3) Laura P. Strang		Ethel Ashworth (6) Dorothy H. Harriman
DAVIS ADV. AGENCY, WM. E. *e*. 1148 Plymouth Bldg., Minneapolis, Minn.			
DAVIS ADVERTISING, W. H. *e*. 240-242 Arcade Bldg., Asheville, N. C.	W. H. Davis (1) John J. McFall (3)	A. M. Tidd (5)	W. H. Davis (6)
DAY, INC., FRANK T. 729 Boylston St., Boston, Mass.	Frances B. Day (1) H. L. Stone (3)	H. L. Stone (4) L. Glassman (5)	H. L. Stone (6) Frances B. Day
DAY AGENCY, STANLEY *e*. 1224 Putman Ave., Plainfield, N. J.	Irene Day (o)		
DEADY, JOS. B. ADV. AGENCY *e*. 305 Commercial Bldg., Dayton, Ohio	J. B. Deady (1) W. H. Corner (3)	Mrs. Norman H. Lacey (5)	J. B. Deady (6) W. H. Corner
DEAN ADVERTISING AGENCY, BEN *e-f*. 207 Houseman Bldg., Grand Rapids, Mich.	Ben Dean (o) Mildred Juneau (3)	Ben Dean (4) Ben Dean (5)	Ben Dean (6)
DE BEAR, S. A. 35-54 83rd St., Jackson Hghts, L. I., N. Y.	S. A. DeBear (1) S. A. DeBear (3)	S. A. DeBear (4) S. A. DeBear (5)	S. A. DeBear (6)
DE BIASI ADVERTISING AGCY, INC., MARIO *a* 51 Chambers St., New York City			
DE BRUEYS ADVERTISING AGCY., JOHN L. 1st Fl. Ben Milam Hotel, Houston, Texas	J. L. De Brueys (o)	V. Van DeMark (5)	
DE JERNETT ADV. SERVICE, IRA E. *b* Cotton Exchange Bldg., Dallas, Tex.	I. E. DeJernett (1)	Violet Short (4)	
DENHARD, PFEIFFER & WELLS, INC. *a-e*. 114 East 32nd St., New York City	J. C. Pfeiffer (1) Wm. H. Wells (3)	Wm. H. Wells (4) Wm. H. Wells (5)	Catherine M. Lewis (6)
DE-PERRI ADVERTISING. 330 West 42nd St., New York City	Perry Wachtel (1)	Roy H. Roth (5)	
DEUTSCH & SHEA ADV. AGENCY, INC. *f*. Times Bldg., New York City	A. R. Deutsch (1)	H. C. Wasserstein (5)	J. P. Shea (6)
D'EVELYN & WADSWORTH, INC. *a-e*. 486 California St., San Francisco, Calif.	N. F. D'Evelyn (1)		
DEVEREUX & COMPANY, INC. *e*. 266 Genesee St., Utica, N. Y.	L. W. Devereux (1)		L. W. Devereux (6)
DEVINE ADVERTISING AGENCY, INC. *a*. 1457 Broadway, New York City			
DEWEY, JOHN PEYTON *b*. White-Plaza Hotel Bldg., Dallas, Tex.	J. P. Dewey (1)		
DICKLOW ADVERTISING AGENCY *b-e*. Thomas Bldg., Dallas, Tex.	J. S. Dicklow (1) Mrs. Irene Scott Dicklow (3)	Mrs. Irene Scott Dicklow (4) E. R. Henderson (5)	
DIENER & DORSKIND, INC. *a*. 147 West 42nd St., New York City			
DIENER, INC., WM. L. 919 N. Michigan Ave., Chicago, Ill.* 401 Federal Square Bldg., Grand Rapids, Mich.	Wm. L. Diener (1)		
DILLER & COMPANY, A. W. Bishop Bldg., Norwalk, Conn.	A. W. Diller (1)	T. V. N. Diller (3)	
DILLINGHAM, LIVERMORE & DURHAM, INC. *a* 400 Madison Ave., New York City	R. C. Durham (1) J. C. Hauck (3)	C. M. Chester, III (4) E. G. Jacobsson (5)	Wm. W. Prout (6)
DIXIE ADVERTISERS, INC. *a-b*. Grd. Floor, Lampton Bldg. Annex, Jackson, Miss.	G. W. Godwin (1) W. C. Mabry, Jr. (3)	L. Johnson (5)	W. C. Mabry, Jr. (6)
DOBBS ADVERTISING AGENCY. 288 Main St. Danbury, Conn.	Lula M. Sniffen (o-m)		
DODGE & CO., INC., FRANK E. *e-f*. 704 Industrial Trust Bldg., Providence, R. I.			
DODGE CO. INC., FRED'K U. 487 Orange St., Newark, N. J.	F. U. Dodge (1) F. D. Heiss (3)	R. J. Hooper, Jr. (4) J. T. Carlin (5)	
DOE-ANDERSON ADVERTISING AGCY. *a-b-e*. 309 Martin Brown Bldg., Louisville, Ky.			
DOMBROWER CO. INC., THE RALPH L. *a-b-e*. Dombrower Bldg., Richmond, Va. Woodward Bldg., Washington, D. C.	R. L. Dombrower (1) M. L. Wallerstein (2) A. D. Jackson (3)	J. H. R. Pickett (5)	Elizabeth Dickerson (6) D. M. Fowler B. L. Gregory E. I. Wallerstein M. S. Eanes (7)
DONAHUE & COE, INC. *a-b-e-f*. 1270 Sixth Ave. RKO Bldg., New York City* 411 Hurt Bldg., Atlanta, Ga.	E. J. Churchill (1) D. R. Carson (3) Arthur Mayer	W. H. Schneider (5)	J. B. Peters (6)
DONLON ADVERTISING ASSOCIATES, INC. 342 Madison Ave., New York City	J. P. Donlon (1)		
DONNELLEY CO., THE LEE *e*. 524 Union Commerce Bldg., Cleveland, Ohio			
DONOVAN-ARMSTRONG *a-e*. Girard Trust Bldg., Philadelphia, Pa.	H. M. Donovan (p) J. C. Armstrong Wm. Fitzpatrick (3)	N. Vickery (5)	Elsie M. Levy (6)
DOREMUS & COMPANY *a-e*. 120 Broadway, New York City* 50 Congress St., Boston, Mass. 1520 Sansom St., Philadelphia, Pa. 208 So. LaSalle St., Chicago, Ill. 544 Market St., San Francisco, Calif. 28, St. Swithins Lane, E.C.4, London, England	G. M. Hubbard (1) D. B. Holland (3)	C. B. Reeves (4) E. C. Jackson (5)	H. H. Sieber (6)
DORLAND ADVERTISING AGENCY *a-e*. Ohio Ave. at Atlantic Ave., Atlantic City, N. J. 527 Bangs Ave., Asbury Park, N. J.	Walter E. Edge (o) Paul J. O'Neill W. H. Manning (3)		E. A. Tighe (6) W. H. Manning P. J. O'Neill (7) E. J. Wallis H. C. Hurley P. J. O'Neill, Jr.
DORLAND INTERNATIONAL, INC. *a*. R.C.A. Bldg., New York City	H. D. Hadden (1) Frank Cleary (3)	A. F. Connolly (4) F. Dossenbach (5)	F. Cleary (6)
DORLAND INTERNATIONAL, INC. *a*. 1250 Sixth Ave., New York City			
DORSEY ADV. AGCY., INC., ALBERT H. 521 Bulletin Bldg., Philadelphia, Pa.	B. M. Dorsey (1) J. R. Panepinto (3)	J. R. Panepinto (4)	H. S. Lamb (6) M. D. Stackhouse
DOW & PETERSON, INC. *e*. 192 College St., Burlington, Vt.	Louis F. Dow (1) A. S. Peterson (3)	L. F. Dow (5)	
DOWD, INC., CHARLES F. *a-e-f*. 413 Richardson Bldg., Toledo, Ohio	Chas. F. Dowd (1) Ed. J. Rutan (3)		
DOWD, INC., JOHN C. Park Square Bldg., Boston, Mass.	J. C. Dowd (1) Wm. A. Taylor (3)	Ed. Malloy (4) P. V. Quinn (5)	E. D. Parent (6)
DOYLE, KITCHEN & McCORMICK, INC. *e-f*. 501 Fifth Ave., New York City	H. B. Doyle (1) Geo. G. Taylor (3)	Rbt. B. Harris (5)	

(*Continued on page 167*)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 166*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
DOZIER GRAHAM EASTMAN *e-f* Bendix Bldg., Los Angeles, Calif.	M. M. Dozier (p).. Clyde D. Graham S. C. Eastman Hugo Hammer (3)	S. C. Eastman (4). Clyde D. Graham (5)	M. M. Dozier (6)
DREHER, INC., MONROE F. *a* 30 Rockefeller Plaza, New York City* 790 Broad St., Newark, N. J.	M. F. Dreher (1).. W. Williams (2) R. J. Noro (3)	M. McCrady (4).. C. T. Jensen, Jr. (5)	W. Williams (6) Mary T. Eck (asst.)
DRENNAN, ALBERT A. *e* 420 Market St., San Francisco, Calif.	A. A. Drennan (p).		A. A. Drennan (6)
DRIVER & CO. *e* 503 Redick Tower, Omaha, Nebr.	F. J. Driver, Jr. (1) Bill Goodrich (3)		H. E. Hansen (6) Harold Roll
DUCKTILE CO., THE 314 Main St., Great Barrington, Mass.			
DUFFY, INC., JIM *a-e* 111 W. Washington St., Chicago, Ill.	James A. Duffy (1)		Mildred V.Smith(6)
DUNDES & FRANK, INC. 64 West 48th St., New York City	H. Dundes (1).... Max Liebman (3)	M. Harris (5).....	Ben Frank (6)
DUNHAM COMPANY, THE JOHN H. *a-e* 333 North Michigan Ave., Chicago, Ill.	J. H. Dunham (1). J. C. Jones (2) W. S. Hoyt		
DURHAM ADV. AGENCY, MAYNARD L. Box 589, Tulsa, Okla.	M. L. Durham (o).		
DURSTINE, ROY S. 580 Fifth Ave., New York City	Roy S. Durstine(1) A. T. Gardiner, Sec.-Tres.		

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
EASTBURN & SIEGEL *b* 610 Standard Bldg., Atlanta, Ga.	H. L. Siegel (1)... Roy Kaye (3)		
EASTMAN, SCOTT & COMPANY *a-b* Mortgage Guarantee Bldg., Atlanta, Ga.			
EASTERN ADVERTISING AGENCY RKO Bldg., Rockefeller Center, New York City	R. H. Kupsick (1). Alfred Jackson (3)	Edw. Morris (4)... Alfred Jackson (5)	R. H. Kupsick (6)
EASTERN STATES ADVERTISING AGENCY.. 71 West 45th St., New York City	E. B. Gotthelf (1). Jack Rauch (secy. & treas.)	Wiley Padan (5)...	E. B. Gotthelf (6) Jack Rauch
EBERSOLD, INC., FRED H. 20 North Wacker Drive, Chicago, Ill.	F. H. Ebersold (1). W. L. Chadsey (3)	B. B. Popell (4)... W. L. Chadsey (5)	F. H. Ebersold (6)
EBY, HYATT Book Bldg., Detroit, Mich.	L. H. Eby (1)..... V. B. Eby (3)	M. E. Dempsey (4)	
ECCLES-ADVERTISING, WARREN P. O. Box 326, Hollywood, Calif.	W. C. Eccles (3)...	V. Chandler (4)...	
ECKERT ADVERTISING AGENCY, G. E. 312 East 3rd St., East Liverpool. Ohio	G. E. Eckert (o)... E. L. Gibbons (3)	C. B. Davies (5)...	G. E. Eckert (6)
EDDY-RUCKER-NICHELS COMPANY, THE *a-f* 1400 Massachusetts Ave., Cambridge, Mass.	A. W. Rucker (1).. F. H. Nickels (2) H. O. McCracken (3)	H. O. McCracken.. (5)	H. O. McCracken (6)
EDMONDSON CO., E. S. *a* 1700 Walnut St., Philadelphia, Pa.			
EGYPTIAN ADVERTISING AGENCY *e* Republican Leader Bldg., Marion, Ill.	O. Paisley (1).....	W. H. Forker (5)..	O. Paisley (6) Homer Butler
EHA ADVERTISING AGENCY, WALTER *e* 1846 Stout St., Denver, Colo.	Walter Eha (m)...		
EHLINGER ADV., INC., STANLEY J. *b-e-f-k* 421 West 6th St., Tulsa, Okla.	S. J. Ehlinger (1).. S. J. Ehlinger (3)	Mary Fetter (4)...	H. C. Thompson (6)
ELDRIDGE-NORTHROP, INC. 38 West State St., Trenton, N. J.	R. B. Eldridge (1). Glen H. Cox (3)	H. M. Huston (4). M. F. Ehmann (5)	R. B. Eldridge (6) M. T. Eldridge
ELECTROGRAPH CO. *e* 3815 Fort St., West, Detroit, Mich.			
ELLINGER CO., THE DANIEL R. Transportation Bldg., Grand Rapids, Mich.	D. R. Ellinger (1).		
ELLIOTT ADVERTISING AGENCY *f* 470 Stuart St., Boston, Mass.			
ELLIOTT ADVERTISING, INC., HARRY..... 459 Monadnock Bldg., San Francisco, Calif.	H. C. Elliott (1)... Frane M. Elliott (sec'y)		F. Merchante (6) Al G. Waddell (7) Bud Moriarty
ELLIOTT CO. ROY *k* 25 Huntington Ave., Boston, Mass.			
ELLIS ADVERTISING CO. *a-f* 3053-3057 Main St., Buffalo, N. Y. 465 Bay St., Toronto, Ont., Canada	M. F. Ellis (sm) (Buffalo) Jack Culiner (sm) (Toronto) J. R. Ellis (Buffalo) (3) A. Muter (Toronto)	A. Wakefield (Buffalo) (5)	Jerry Tramont (7) Henry Weil Norma Wood
ELLIS COMPANY, A. W. *a-e-h* 24 School St., Boston, Mass.			
ELLIS & COMPANY, INC., SHERMAN K. *a-e* 500 Fifth Ave., New York City* 141 W. Jackson Blvd., Chicago, Ill. C.P.R. Bldg., Toronto, Canada	S. K. Ellis (1)..... R. E. McKean (3)	H. G. Jocelyn (4).. H. F. Townsend (5)	E. S. Pratt (Dir. of Media) (6) Harry Torp Jack Snodgrass
ELLNER COMPANY, JOS. *f* 331 Fourth Ave., New York City	Joseph Ellner (o).. Saml. H. Ellner (3)	Joseph Ellner (4).. S. H. Reich (5)	R. Kent (6)
ELTERICH, INC., H. N. 205 East 42nd St., New York City 19 Hanover Sq., London, W.1, England	H. N. Elterich (1). John B. Snyder (2) John B. Snyder (3)	John B. Snyder (4) John B. Snyder (5)	H. N. Elterich (6) H. N. Elterich (7) John B. Snyder John C. Jensen W. A. Schaffner
EMBASSY ADVERTISING COMPANY 9 East 45th St., New York City		H. Marshall (4)... H. Marshall (5)	Robt. J. Weiss (6)
EMERY ADVERTISING CO., INC., THE *e* 1100 Baltimore Life Bldg., Baltimore, Md.	C. E. Emery (1)... M. E. Busch (3)	R. I. Highleyman (4) S. G. Hollis (5)	C. E. Emery (6) Ralph D. Wyly, H. C. Schuckle M. E. Busch
ENGLEMAN ADV., H. ARTHUR *e* 5118 Greene St., Philadelphia, Pa.			
ENNIS-ANDERSON ADVERTISING AGENCY.. Holland Bldg., Fresno, Calif.	E. E. Anderson (1)	E. E. Anderson (4) M. M. Young (5)	Frank Ennis (6)
ENSIGN ADVERTISING AGCY, INC., F. A. *a-e* 523 Grand Bldg., Pittsburgh, Pa.			
EQUITY ADVERTISING AGENCY, INC. *a* 113 West 42nd St., New York City			
ERNEST, FRANK & NEIMAN *e* 540 No. Michigan Ave., Chicago, Ill.	S. I. Neiman (1)... A. S. Andereck (3)	R. E. Clair (5).....	M. B. Schramm (6)
ERWIN, WASEY & COMPANY, INC. *a-e-f-h* 420 Lexington Ave., New York City	L. R. Wasey (1)... H. L. Brockway (3)	J. Winters (4)..... Paul Newman (5)	J. Sturdivant (6) T. N. Tveter Geo. Schiesser
ERWIN, WASEY & CO. OF MINNESOTA, INC. *a-e-f-h* Security Bldg., Minneapolis, Minn.			
ERWIN, WASEY & CO. OF THE PAC. C. *a-e-f-h*.. 333 Montgomery St., San Francisco, Cal.* 714 West Olympic Blvd., Los Angeles, Cal. 455 Skinner Bldg., Seattle, Wash.	H. A. Stebbins (2). H. E. Krieger (3)	Fred Glauser (5)...	Louis Honig (6)
ERWIN, WASEY & COMPANY, LTD. *a-e-f-h*.... 230 No. Michigan Ave., Chicago, Ill.	L. R. Wasey (1)... R. S. Hampton (3)	C. S. Lewis, Jr. (4) Rex Parkin (5)	M. G. Boecher (6)
ESHLEMAN COMPANY, BENJAMIN *a* 260 So. Broad St., Philadelphia, Pa.	B. Eshleman (1)... Wm. J. Collopy (3)	W. A. Anderson (4) J. deGaetano (5)	J. J. D. Spillan (6)
ESSIG COMPANY, LTD., THE 1121 South Hill St., Los Angeles, Calif.	A. C. Essig (1).... J. S. Macaulay (3)	J. W. Eccleston, Jr. (4) R. F. Heckman (5)	J. S. Macaulay (6) A. C. Essig (6)
ESTY AND COMPANY, INC., WILLIAM *a-e*.... 100 East 42nd St., New York City	Wm. Esty (1)..... J. J. Flanagan, Jr. (3)	G. A. Carson (4).. Jas. S. Yates (5)	E. H. Cummings, (newspapers) (6) J. C. Esty (magazines) R. Marvin (radio & technical) R. B. White (trade) N. D. Mattison (outdoor)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
ETHERIDGE CO. *e* Grand Rapids, Mich.			
ETHERINGTON, LEONARD 101 Milk St., Boston, Mass.			
EVANS ASSOCIATES, INC. *a-e-f* 225 No. Michigan Ave., Chicago, Ill.	W. H. Evans (1).. R. Rozema (3)	K. V. Reed (4).....	F. T. McCain (6)
EVANS AND BRISEBOIS Lincoln Bldg., Detroit, Mich* 192 Lexington Ave., New York City	F. E. Evans (1)... L. A. Brisebois (3)	D. G. MacDonald. (4) J. Barager (5)	L. A. Albertzart (6) F. E. Evans
EVANS & LE MAY ADV. AGCY., ALBERT..... Dan Waggoner Bldg., Fort Worth, Tex.	A. Evans, Jr. (1).. Victor Le May (2) Gordon Teague (3)	V. Le May (5).....	E. W. Hamann (6)
EVANS, NYE AND HARMON, INC. *e-f* 440 Fourth Ave., New York City	R. L. Harmon (1). J. A. Boulle (3)	H. Allman (5).....	R. L. Harmon (6) R. B. Burnham
EXPORT ADVERTISING AGENCY 919 No. Michigan Ave., Chicago, Ill. 271 Madison Ave., New York City	R. C. Lebret (1)...		

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
FACTOR AGENCY, TED H 1709 West 8th St., Los Angeles, Calif.	T. H. Factor (1)...		C. A. Pomerantz (6) Henry J. Levy (dir. of publicity)
FAIRALL & COMPANY *a-e* 601 Paramont Bldg., Des Moines, Iowa	L. R. Fairall (1)... J. L. Ruebel (3)	J. S. McLaren (4).. C.R. Dudley (radio) (5)	L. R. Fairall (6) J. S. McLaren
FAIRBAIRN ADVERTISING, JOHN B. *e-f* 12 Haynes St., Hartford, Conn.	J. B. Fairbairn (o) R. Jackson (3)	J. B. Fairbairn (4) Eugene Dionne (5)	J. B. Fairbairn (6)
FAIRFAX ADV. AGCY, INC., H. W. *a-e* 19 East 47th St., New York City	N. S. Ensler (1)... Otto H. Luther (3)	Mrs. Janice Hamilton (4) Otto H. Luther (5)	M. Bachenheimer (7) Rudolph Block Miss Margaret Barnard Edward Irving Herman Schwarz
FARGO ADVERTISING AGENCY Fargo, No. Dak.	R. N. Olson (p) D. L. Wuflestad		
FARSON & HUFF ADVERTISING AGCY *a-b-e*.. 1110 Republic Bldg., Louisville, Ky.	J. Seaton Huff (1). D. K. Smith (3)	G. M. Staples (4).. Bob Smith (5)	J. Seaton Huff (6) L. W. Roush J. J. Jasper
FASHION ADVERTISING CO., INC. 461 8th Ave., New York City	M. Levine (1)..... Jesse Levine (3)	Vivian Miller (4).. Selig Smith (5)	Emanuel Chary (6)
FAY, ADVERTISING, BERTRAND T. 598 Broadway, Albany, N. Y.	B. T. Fay (1).....		
FEDERAL ADVERTISING AGCY, INC. *a-e-f-h*.. 444 Madison Ave., New York City	R. Tinsman (1)... J. F. Beck (2) J. F. O'Brien J. M. Nichols, Jr. J. B. Singer D. E. Robinson (gm) (3) George Finley	G. H. Williams (4) H. I. Connet (5)	J. F. Beck (6) D. A. Gattoni J. W. Borchert
FEHLING & JOURDET, INC. *e* 1524 Chestnut St., Philadelphia, Pa.			
FEIGENBAUM ADV. AGCY, HARRY *a* 1420 Walnut St., Philadelphia, Pa.			
FEIST, INC., NATHAN 67 West 44th St., New York City	N. Feist (1)..... I. W. Baum (3)	H. Kaliski (4)..... F. J. Lieberman (5)	N. Feist (6) Leonard Feist
FELDMAN & ASSOCIATES, INC., BURTON G.. 540 No. Michigan Ave., Chicago, Ill.	H. S. Joseph (1)... B. G. Feldman (2) Rbt. W. Ewing (3)	B. G. Feldman (4). Helen Chiera (5)	

(*Continued on page 168*)

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ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 167*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
FENNELLY & ASSOCIATES, PHILIP 3427 S. E. Clinton St., Portland, Ore.	P. Fennelly (o)		
FENSHOLT COMPANY, THE *a-f-j* 860 No. Michigan Ave., Chicago Ill.	A. H. Fensholt (1). F. D. Ewing (2) N. D. Buehling Irene Heidenway (3)	L. F. Spangler (4). F. A. Reynold (5)	
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FIELD ADVERTISING SERVICE, THE *e*..... 658 Fairfield Ave., Indianapolis, Ind.			
FIELDS & CO., ROBERT G. *b*..... 1101 Bennie-Dillon Bldg., Nashville, Tenn.	R. G. Fields (1)...	W. W. Arnett (5)..	R. G. Fields (6)
FINK AND DONER, INC. 2116 Penobscot Bldg., Detroit, Mich.	Lionel Fink (1).... E. Nachowitz (3)	W. B. Doner (4)... B. Goldstein (5)	Wm. Koster (6)
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FIRESTONE ADVERTISING AGENCY *a-e*..... 611 Pioneer Bldg., St Paul, Minn.	A. L. Firestone (o) A. Friedland (3)		D. Coxhead (6) L. R. Gates (7) George Clemens Allan Friedland
FIRESTONE ADVERTISING SERVICE, INC.... 230 West 41st St., New York City	S. C. Koren (1)... Robt. Koren (3)	A. Desposito (5)...	
FIRST UNITED BROADCASTERS..... 201 North Wells St., Chicago, Ill.	Hugh Rager (1)...		Miss M. Marx (6)
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FLAGLER ADVERTISING INC. *e*..... 170 Franklin St., Buffalo, N. Y.	Morse Flagler (1).. Geo. M. Lowry (3)		
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FLETCHER NEWSPAPER ADV. AGENCY..... 1835 West 65th St., Cleveland, Ohio	A. F. Fletcher (1)..		A. F. Fletcher (6)
FOLEY ADV. AGCY., INC., RICHARD A. *a-e-f-h*. 1616 Walnut St., Philadelphia, Pa.	Chas. H. Eyles (1). Lee E. Hood (2) L. I. Everling Russel Gray, Jr. (3)	Arthur Joyce (4).. A. E. Morgan (5)	J. M. DeLone, Jr. (6)
FOLKART-WINSTON ADVERTISING AGENCY 276 West 43rd St., New York City	Jerome Folkart (1). Irwin Winston (3)	Evelyn Gay (4)... Pierre Simonet (5)	Jerome Folkart (6) Irwin Winston
FOLTZ-WESSINGER, INC. *e-f*..... 26 West Orange St., Lancaster, Pa.	L. H. Wessinger (1) L. H. Wessinger (3)	F. S. Foltz (4).... A. F. Chesley (5)..	E. M. Martin (6)
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FOOD & DRUG ADVERTISING COUNSELORS. 553 So. Western Ave., Los Angeles, Calif.	M. J. Roberts (1)..	H. Almfelt (4)..... J. A. Gardner (5)	J. F. Roberts (6)
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FOREIGN ADV. & SERVICE BUREAU, INC.... 7 East 42nd St., New York City* 40 Piccadilly, London, England Praca Vargas 2, Rio de Janeiro, Brazil	M. Pereles (1).... A. Trapanose (3)	F. A. Walsh (4)... F. W. Walsh (5)	N. DeFilippes (6)
FOREIGN PRESS PUBLICITY SERVICE..... 258 Fifth Ave., New York City	S. Gottlober (dir.).		
FORT & COMPANY *b-e*..... 301 Kinney Bldg., Charlotte, N. C.	John L. Fort (1)... Jean Dunham (3)		
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FRANKLIN BRUCK ADV. CORP. *e*..... R.K.O. Bldg., New York City			
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FRIEND-WIENER ADVERTISING CO., INC. *e*. 111 8th St., New York City	M. E. Friend (1).. E. H. Wiener (3)	E. H. Wiener (4).. E. H. Wiener (5)	M. E. Friend (6) E. H. Wiener Benj. Weber
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GARDNER ADVERTISING COMPANY *a-b-e-f-h*. Mart Building, St. Louis, Mo.* 9 Rockefeller Plaza, New York City 1419 Heyburn Bldg., Louisville, Ky. 2238 LaSalle Wacker Bldg., Chicago, Ill	E. G. Marshutz (1) J. M. Goldbeck (3)	S. M. Ballard (4)..	E. A. W. Schulenburg (6) F. H. Kenkel
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GEORGIAN ASSOCIATES *f*..... 1451 Broadway, New York City			
GERARD AGENCY *e*..... Commerce Bldg., Crawfordsville, Ind.			
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GETCHELL, INC., J. STIRLING *a-e-f-h*..... 405 Lexington Ave., New York City* New Center Bldg., Detroit, Mich. Bryant Bldg., Kansas City, Mo. 59 E. Van Buren St., Chicago, Ill.	J. S. Getchell (1)... E. Marks (3)	W. L. Spencer (4). Joseph Groner (5)	C. A. Brocker (6) (N.Y.) I. H. MacKenzie (Detroit)
GEYER, CORNELL & NEWELL, INC. *a-e-f-h*.. 745 Fifth Ave., New York City 733 New Center Bldg., Detroit, Mich. Third National Bldg., Dayton, Ohio	B. B. Geyer (1)... A. LaSala (3)	A. J. Cole (4) .... A. A. Surin (5)	E. W. Federer (6)
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(*Continued on page 169*)

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(*Continued from page 168*)

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GRIFFITH & ROWLAND 227 Crossman St., Jamestown, N. Y.	H. G. Griffith (1) H. G. Griffith (3)	H. G. Griffith (4) H. G. Griffith (5)	H. G. Griffith (6)
GRINDLE ADVERTISING AGENCY, A. V. *f* 1128 Hume Mansur Bldg., Indianapolis, Ind.	A. V. Grindle (1) M. F. Ball (3)	C. H. Lehr (5)	
GRISWOLD-ESHLEMAN CO. *a-e-f-h* Terminal Tower, Cleveland, Ohio			
GROSS ADV. AGENCY, INC., HORACE L. 1528 Walnut St., Philadelphia, Pa.	H. L. Gross (1)	B. B. Gross (3)	
GROSS ADV. AGENCY, JULIAN 11 Asylum St., Hartford, Conn.	Julian Gross (1) Lester Kaufman (3)	S. Abrams (4) Wm. Harmer (5)	Arthur Smith (6) G. A. Kenney (Radio Dir.)
GROVES-KEEN, INC. *b-e* 401 Bona Allen Bldg., Atlanta, Ga.	J. L. Groves, Jr. (1) H. L. Middlebrooks (3)	Ralph Meeks (4) W. W. Stevens (5)	
GUENTHER ASSOCIATES, INC. *e* 224 South 8th St., St. Joseph, Missouri	W. H. Guenther (1) L. A. Hines (3)	D. F. Feerer (4)	A. C. Denicks (6)
GUENTHER BRADFORD & COMPANY *a-e-f* 15 East Huron St., Chicago, Ill. 536 S. Hill St., Los Angeles, Cal.	O. Guenther (1) W. H. O'Brien (3)	H. Margulies (4) R. E. Craig (5)	W. H. O'Brien (6)
GUMBINNER ADV. AGENCY, LAWRENCE C. *a-e-f* 9 East 41st St., New York City	H. Kornblum (3)	E. Jacobsen (5)	Jack Goldburg (6) L. C. Gumbinner (7) Milton Goodman M. A. Geller Paul G. Gumbinner
GUMMERSON & COMPANY, INC. 1419 Park Bldg., Pittsburgh, Pa.	C. K. Gummerson (1) E. C. Wilson (3)	C. K. Gummerson (4)	L. T. Copeland (6)
GUNDLACH ADV. AGENCY *a-e* 400 No. Michigan Ave., Chicago, Ill.			
GUNN-MEARS ADVERTISING AGENCY *e* Times Bldg., New York City	W. P. Gunn (1) Earl Shoemaker (3)	W. P. Gunn (4) Earl Shoemaker (5)	J. J. Crimmins (6 & 7) Fred. Stickwich J. Dresner
GUSSOW, KAHN & CO., INC. *a* 200 Madison Ave., New York City			
GUTMAN ADVERTISING COMPANY 1600 Main Street, Wheeling, W. Va.	D. M. Gutman (1) Ivan E. Myers (3)	P. Kalany (4)	D. M. Gutman (6) Ivan E. Myers

H

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
HACKENBERG-ADVERTISING, WM. J. Hawley Bldg., Wheeling, W. Va.	W. J. Hackenberg (o)		
HACKETT, INC., M. H. *a* 9 Rockefeller Plaza, New York City	M. H. Hackett (1) G. B. Bradley (3)	Sy Goesle (5)	Aida Stearns (6)
HAEHNLE ADV. AGENCY, THE WALTER 123 East 6th St., Cincinnati, Ohio	W. F. Haehnle (o) M. C. Haehnle W. F. Haehnle (3)	E. H. Geohegan (4) M. C. Haehnle (5)	W. F. Haehnle (6)
HAGGARD CORPORATION, RAY 403 Gray Ave., Houston, Tex.	Ray Haggard (1) C. L. Masser (3)	H. A. Smith (4) H. A. Smith (5)	Ray Haggard (6)
HAHN ADVERTISING, MARVIN *f* 1707 Fisher Bldg., Detroit, Mich.			
HAHN-RODENBURG COMPANY, THE 528 South Fifth Street, Springfield, Ill.	C. E. Hahn (1) Fred Flabb (3)	S. P. Wright (4) J. C. Garm (5)	C. E. Hahn (6) E. H. Klein (Sales Mgr.)
HAINES ADVERTISING AGENCY, J. B. *a-e* 1218 Chestnut St., Philadelphia, Pa.			
HALL ADVERTISING COMPANY, THE 2 M Commerce Building, Erie, Pa.	R. W. Hall (1) A. M. Hakel (3)		R. W. Hall (6)
HALL COMPANY, DOUGLAS 801 Patterson Boulevard, Dayton, O.	Douglas Hall (1) L. S. Hall (2) R. Heinkel (sec'y)		Paul Martin (6)
HALL-HELBIG, INC. *e* Chamber of Commerce Bldg., Denver, Colo.			
HALL ADVERTISING AGENCY, MELVIN F. *e* 220 Delaware Ave., Buffalo, N. Y.	M. F. Hall (o) Beulah Hartman (3)		M. F. Hall (6) H. H. Church W. B. Tanner
HALLOCK, W. W. 310 East 45th St., New York City	W. W. Hallock (1) W. W. Hallock (3)	W. W. Hallock (4) W. W. Hallock (5)	
HALPERN ADVERTISING AGENCY *a* 151 West 40th St., New York City			
HALSELL-HUMPHREY, INC. *b* 3201 First National Bldg., Oklahoma City, Okla. Orpheum Bldg., Wichita, Kan. Sterling Bldg., Houston, Tex.	H. Halsell (1) W. A. Humphrey (2) C. M. Higgins (m) (Wichita) Joe W. Edwards (Houston)	L. E. Buchanan (sec'y-treas.) E. L. Gilchrist (5)	
HAM, MASON L *e-f-h* Park Square Bldg., Boston, Mass.	M. L. Ham (o) R. I. Miller (3)	M. L. Ham (4) R. I. Miller (5)	M. L. Ham (6)
HAMILTON & BAMFORD ADV. AGENCY & ASSOCIATED ACTIVITIES, INC. 274 Madison Ave., New York, N. Y.	R. B. Hamilton (1)		
HAMILTON ADV. AGENCY, J. R. *a-e* 180 North Michigan Ave., Chicago, Ill.	J. R. Hamilton (1) R. B. Nall (3)	R. B. Nall (5)	A. EtsHokin (6)
HAMILTON ASSOCIATES, RUTH 809 Broadway Arcade Bldg., Los Angeles, Calif.	Ruth Hamilton (o) Martha Weisler (3)	Hazel E. Smith (4) Helen Taylor (5)	
HAMILTON, INC., WILLIAM IRVING *a-e* 267 Fifth Ave., New York City	W. I. Hamilton (1)	Muriel C. Macarthy (5)	
HAMMEL AND HAMMEL 355 South Broadway, Los Angeles, Calif.	M. J. Hammel (o) Fred. H. Hammel M. J. Hammel (3)	M. J. Hammel (4) H. S. Hastings (5)	Fred. Hammel (6)
HANCE, ROBERT L. Hotel Philadelphian, Philadelphia, Pa.	R. L. Hance (1)		
HANEY-TAYLOR AND ASSOCIATES Liberty Bank Bldg., Dallas, Texas	H. M. Haney (p) Joe M. Taylor		
HANSELL-ZOOK, INC. 324 Land Title Bldg., Philadelphia, Pa.	S. F. Hansell (1) C. A. Adami (3)	W. H. Tindall (radio)	H. W. Bontemps (6) Albert G. Bauer
HARDING-LAKE CO. *b-e* 926 Exchange Bldg., Memphis, Tenn.			
HARDY ADVERTISING *f* 6 N. Michigan Ave., Chicago, Ill.	H. L. Hardy (1)	Isabelle Ther (5)	
HARGER, L. J. 1304 Old National Bank Bldg., Spokane, Wash.	L. J. Harger (1)	Elsie Rebillard (4) Mildred May (5)	
HARGRAVE ADVERTISING 135 Post St., San Francisco, Calif.	A. Hargrave (1)		
HARMON ADVERTISING AGENCY 705 Chapman Bldg., Portland, Maine			
HARRISON-RIPPEY ADV. CO. *e* 1478-82 Arcade Bldg., St. Louis, Mo.			
HART-CONWAY CO., INC. *e* Genesee Valley Trust Bldg., Rochester, N. Y.	H. L. Hart (1) H. E. Kennedy (3)	G. Van Inwagen (5)	J. P. Brown (6)
HARTLEY, ADVERTISING, HARRISON Mechanics State Bank Bldg., St. Joseph, Mo.	H. Hartley (1) H. Hartley (3)	H. Hartley (4) H. Hartley (5)	H. Hartley (6)
HARTMAN COMPANY, GEORGE H. *a-e-f* 307 No. Michigan Ave., Chicago, Ill.	G. H. Hartman (1) H. R. Huffman (3)	J. N. Krohne (4) Alfred Festen (5)	
HARTMAN CO., INC., L. H. *a-e* 50 Rockefeller Plaza, New York City	L. H. Hartman (1) J. Elson (3)	S. A. Halpern (4) N. Clemence (5)	T. Rosenwald, Jr. (6)
HARVEY-MASSENGALE COMPANY, INC. *a-b-e* Walton Bldg., Atlanta, Ga. Snow Bldg., Durham, N. C.	R. W. Harvey (1) G. H. Johnston (3)	W. Fowler (5) (Durham)	C. K. Massey (6) (Durham) W. R. Massengale & G. H. Johnston (Atlanta) E. M. Walker (Atlanta) (Radio Dept.) John Moorhead (Durham)
HARWOOD ADV. AGENCY 15th & Market Sts., Philadelphia, Pa.	C. F. Harwood (o) C. F. Harwood (3)	C. F. Harwood (4) C. F. Harwood (5)	C. F. Harwood (6)
HATHAWAY ADVERTISING SERVICE 18-21 Midland Bldg., Colorado Springs, Colo.	G. E. Hathaway (o)	Fred. H. Shants (Assoc. Artist)	A. S. LeCrone (6)
HAWK, FINANCIAL ADV., C. FRANKLIN 640 No. Main St., Akron, Ohio			
HAYEK ADVERTISING AGENCY 526 S. W. Pine St., Portland, Ore.	H. R. Hayek (1) G. E. Boyersmith (3)		
HAYES, ADVERTISING, CHARLES ELWYN *e* 122 So. Michigan Ave., Chicago, Ill.	C. E. Hayes (1)		
HAYS ADVERTISING AGENCY *a-e* 252 College St., Burlington, Vt.	W. A. Myers (1)		
HAZARD ADVERTISING CORPORATION *a-e-f* 295 Madison Ave., New York City	C. H. Hazard (1) Fred Forster (3)	Paul Ide (4) Adelaide Stevens (5)	M. Leblang (6)
HEER, RAYMOND *f* 57 East Jackson Blvd., Chicago, Ill.			
HEINEMAN ADVERTISING, RALPH *a-e* 737 N. Michigan Ave., Chicago, Ill.	R. Heineman (1) Harriett Lee (3)	Preston Seiz (4) N. Schmidthe (5)	D. Goldman (7) M. A. Wood
HEINTZ, PICKERING AND COMPANY, LTD 565 Paramount Bldg., Los Angeles, Calif.	C. M. Heintz (p) W. T. Pickering M. H. Grier (treas.) S. L. Klingelsmith (3)	J. Murray (4) (Radio Dir.)	E. R. Culp (7) W. R. Gayner, V. Phillis
HEISMAN ADVERTISING AGENCY, *e* North Bridge St., Gettysburg, Ohio	G. E. G. E. Heisman (1)		
HELD, ADVERTISING, ARTHUR *e* 216 W. Jackson Blvd., Chicago, Ill.	Arthur Held (o)	Arthur Held (4) H. G. Klassen (5)	Arthur Held (6)
HELLWIG & MILLER CO. *a-e* 9 East 40th St., New York City			
HELM CO., H. B. 71 West 45th St., New York City	H. B. Helm (1) Jack Wilke (3)		

(*Continued on page 170*)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 169*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
HENRI, HURST & MCDONALD, INC. *a-e-f-h.* 520 No. Michigan Ave., Chicago, Ill.	W. B. Henri (1)... R. E. White (3) E. W. Leach	E. L. Potter (4)... S. W. Franc (5)	L. C. Paul (6)
HERMAN & SANDERS ADV. AGENCY 1133 Broadway, New York City	Irving Sanders (3).	Irving Sanders (5).	Mollie C. Herman (6)
HEVENOR ADVERTISING AGENCY, INC. *a-e* 11 North Pearl St., Albany, N. Y.	H. L. Hevenor (1). C. T. Ladd (3)	B. Heyman (5)....	H. L. Hevenor (6)
HEWITT ADVERTISING, NORMAN P *f*....., Woodbury, N. J.	.....	.....	.....
HICKERSON, INC., J. M. *e-f*. 480 Lexington Ave., New York City	J. M. Hickerson (1) F. B. Ziehl (3)	F. E. Fehlman (4)..	F. B. Ziehl (6)
HICKS ADVERTISING AGENCY *a-e*. 580 Fifth Ave., New York City	F. Marquis (1).... Alberta Kollmere (3)	Antonia Charmante (4) F. Marquis (5)	Fred G. Russel (6)
HICKS, ADVERTISING, WARD *a*. 315 West Gold Ave., Albuquerque, N. M.	Ward Hicks (o)... Ward Hicks (3)	Paul Markman (4). Rhea Bennett (5)	Ward Hicks (6) Paul Markman
HILL CO., INC., THE ALBERT P. *a-e-f-h*. 233 Oliver Ave., Pittsburgh, Pa.	A. P. Hill (1)..... J. F. Connors (3)	J. A. McNally (4). Harry Peebles (5)	H. Gesregan (6)
HILL CO., W. S *a-e-f*. 323 Fourth Ave., Pittsburgh, Pa.	.....	.....	.....
HILLMAN-SHANE ADV. AGENCY, INC. 412 West 6th St., Los Angeles, Calif.	D. S. Hillman (1).. L. Padgett (3)	C. Wolff (4)..... L. Padgett (5)	J. Pierce (6)
HINRICHSEN ADV. AGENCY, FRED A. *f*. 107 Scott St., Davenport, Iowa	F. A. Hinrichsen (o) R. D. Wilder (3)	.....	F. A. Hinrichsen (6) R. D. Wilder
HIRSCH ADVERTISING AGENCY 312-4 Bus Terminal Bldg., Tampa, Fla.	A. W. H. Hirsch (1) O. B. Hirsch (3)	C. L. Glenn (5)...	.....
HIRSCHFELD ADVERTISING COUNSEL, R. L. 478 E. Main St., Meriden, Conn.	R. L. Hirschfeld (1)	.....	.....
HIRSHON-GARFIELD, INC. *a-e*. 580 Fifth Ave., New York City 3 rue de Mauray, Paris, France 77 Rodney St., London, W.9 Eng.	Sidney Garfield (1) A. Hirshon (treas.) J. Brager (3)	L. B. Smith (5)...	Marie C. Dowling (6)
HOCKSWENDER AGENCY, B. H. 1204 Commonwealth Bldg., Pittsburgh, Pa.	B. H. Hockswender (1) K. S. Von Senden (3)	E. Zimmerman (4). E. Zimmerman (5)	B. H. Hockswender (6) K. S. Von Senden Eric Zimmerman
HOELKE-MARTINS ADVERTISING AGENCY. 722 Chestnut St., St. Louis, Mo.	R. F. Fenwick (3).	Wm. H. Hoelke (4) Albert Sparks (5)	S. F. Martine (6) Wm. H. Hoelke R. W. Heintze
HOFFMAN & ASSOCIATES, WILLIAM *f*. 737 N. Michigan Ave., Chicago, Ill.	.....	.....	.....
HOFFMAN & YORK *e-f-k*. 606 Century Bldg., Milwaukee, Wis.	H. G. Hoffman (p). Wilford York J. Krischan (3)	Wilford York (4).. H. Gebhardt (5)	Wilford York (6)
HOGE & SONS, HUBER. 480 Lexington Ave., New York City	Huber Hoge (gen'l mgr.) Arthur Stern (3)	J. L. Wickstron (5)	D. U. Herrmann (6) J. Hoge (radio dir.)
HOLDEN, GRAHAM & CLARK, INC. *e-f*. 900 Donovan Bldg., Detroit, Mich.	Parker Holden (1). D. C. Flint (3)	L. A. Clark (4).... H. McNiell (5)	D. C. Flint (6)
HOLDEN, JOHN T. 1808 Del Paso Blvd., North Sacramento, Calif.	.....	.....	.....
HOLDING ADVERTISING, HARRY *e*. 252 Park St., New Haven, Conn.	Harry Holding (1). Fred Manglier (3)	Fred Manglier (5).	Lavere A. Holding (6)
HOLLYWOOD SERVICES, INC. 30 No. La Salle St., Chicago, Ill.	W. D. Dunkle (1). H. O. Hipwell (3)	.....	.....
HOOPER AGENCY, FRANCES *a*. 400 No. Michigan Ave., Chicago, Ill.	.....	.....	.....
HOPFER INDUSTRIAL ADV., O. E. *e-f*. 1001 22nd Ave., Oakland, Calif.	.....	.....	.....
HORTICULTURAL ADVERTISING AGENCY.. 972 Washington Blvd., Upland, Calif.	H. B. Claflin (1)... H. B. Claflin (3)	Al Sheahan (4).... Thelma Lumsden (5)	H. B. Claflin (6)
HORTON-NOYES COMPANY *a-e-f-j*. 2300 Industrial Trust Bldg., Providence, R. I.	E. S. Horton (p)... Frederick C. Noyes R. D. R. Noren Chas. S. Mill (3)	C. A. Arnold (5)...	C. H. Rickard (6) C D. Prutzman (marketing dir.)
HOSMER AGENCY, GEORGE H. 52 Chauncey St., Boston, Mass.	G. H. Hosmer (g-m)	.....	G. H. Hosmer (6)
HOUCK & COMPANY, ADVERTISING *a-b-e-f*. 23½ W. Church Ave., Roanoke, Va.* 401 State Planters Bank Bldg., Richmond, Va.	C. B. Houck (1)... Paul H. Long (3)	C. Harrison, Jr. (4) Edwin Deady (5)	C. B. Houck (6)
HOUSTON ADVERTISING SERVICE CO. 3312 Sunset Blvd., Los Angeles, Calif.	A. J. Houston (o).. W. F. Houston (3)	A. J. Houston (4).. R. L. Koch (5)	A. J. Houston (6) W. F. Houston
HOWARD COMPANY, INC., E. T. *a-e*. 40 East 49th Street, New York City	Dewey Pinsker (1) W. R. Hinch (3)	Barry Mayer (5)..	Peter Hahn, Jr. (6)
HOWARD & CO., EDWARD. *f*. 522 Union Commerce Bldg., Cleveland, Ohio	Edw. Howard (1)..	A. N. Besvar (5)..	.....
HOWER ADV. AGENCY CO., THE *e*. 413 Midland Savings Bldg., Denver, Colo.	.....	.....	.....
HOWLEY COMPANY, FRANK. 12 South 12th St., Philadelphia, Pa.	Frank Howley (1). Robin Fleming (3)	John Hardt (4)....	Robin Fleming (6)
HOYT COMPANY, INC., CHARLES W. *a-e-f-h*. 551 Fifth Ave., New York City 650 Main, St. Hartford, Conn.	W. Hoyt (1)..... N. S. Lampert (3)	W. K. Dingledine (4) M. Schnieringer (5)	C. B. Donovan (6)
HUBBELL ADV. AGENCY, INC., THE *f-e*. 1220 Huron Rd., Cleveland, Ohio	.....	.....	.....
HUBER AND CREEDEN. 45 Newbury St., Boston, Mass.	L. F. Creeden (1).. J. S. Giffin (3)	E. J. Huber (4).... Vincent Ostrand (5)	.....
HUBERT ADVERTISING SERVICES, F. B. *e-f* 2832 E. Grand Blvd., Detroit, Mich.	F. B. Hubert (o).. C. F. Allyn (3)	C. F. Allyn (5)....	F. B. Hubert (6)
HUDSON ADVERTISING COMPANY. 21 West St., New York City	T. Murray (1).....	.....	Michael Gore (6) W. D. Murray S. R. Huntley
HUGHES CO., INC., F. A. *a*. Taylor Bldg., Rochester, N. Y.	F. A. Hughes (1).. J. J. Brady (3)	F. A. Hughes (4).. S. M. Corssett (5)	J. P. McCarthy (6) L. Wells Simonds
HUGHES, WOLFF & CO., INC. *e-f-j*. 328 E. Main St., Rochester, N. Y.	.....	.....	.....
HUGO-FRANK CO. *e*. 112 Main St., La Crosse, Wis.	.....	.....	.....
HUMBERT & JONES *e-f*. 228 East 45th St., New York City	R. C. Jones (o).... B. Shaffer (3)	J. R. Lowendahl (5)	H. Deutsch (6) G. J. Leroy (7) K. E. Humbert
HUMBURG ADV. AGENCY, CHRISTY. 904½ Pine St., St. Louis, Mo.	C. C. Humburg (1) C. C. Humburg (3)	Stanley Burgett (4)	C. C. Humburg (6)
HUMPHREY COMPANY, H. B. *a-e-f-h*. 1235 Statler Bldg., Boston, Mass.*	R. S. Humphrey (1) G. L. Leonard (3)	J. L. Watkins (4)... N. E. Coe (5)	K. N. Lambert (6)
HUMPHREY, PRENTKE & ASSOCIATES, INC. *e-f*. 948 Engineers Bldg., Cleveland, Ohio	H. E. Prentke (1).. H. E. Prentke (3)	Earl Pranke (5)...	R. B. Humphrey (6) H. E. Prentke
HUNGERFORD, ARTHUR E. 809 N. Charles St., Baltimore, Md.	.....	.....	.....
HUNT ADVERTISING AGENCY, JOHN F. 58 So. Main St., Mechanicsburg, Ohio	C. P. Keller (1)...	.....	.....
HUTCHINS ADVERTISING CO., INC. *a-e-f*. Cutler Bldg., Rochester, N. Y.	M. S. Hutchins (1) C. W. Gibson (3)	G. D. Greenfield (4) Wm. E. Buck (5)	F. I. Hutchins (6)
HUTCHINSON ADVERTISING COMPANY *a-e*. 1000 Hodgson Bldg., Minneapolis, Minn.* 100 West Tenth St., Wilmington, Del.	M. Hutchinson (1). Jack Bernie (3)	John M. Bridge (4) Roland Rustad (5)	R. T. Klagstad (6)
HYMAN, ADVERTISING, JAMES M. M. 55 West 42nd St., New York City	J. M. M. Hyman (1) G. R. Bush (3)	Simon Mogelof (5).	R. W. Bush (6)

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
IDEAS 45 West 45th St., New York City	A. H. Harris (3)...	Roma Rudd (4)... John Wilkens (5)	A. H. Harris (6)
INDUSTRIAL ADVERTISING ASSOCIATES... 400 N. Michigan Ave., Chicago, Ill.	M. G. Peterson (1)	.....	.....
INTER-RACIAL PRESS OF AMERICA, INC. THE 405 Lexington Ave., New York City	N. H. Seidman (1). Miss Cappella (3)	.....	F. Schwartzman (6)
INGALLS-MINITER COMPANY *a-e-f*. 137 Newbury St., Boston, Mass.	A. W. Ingalls (o).. J. R. Miniter (3)	Edw. McGee (4)... J. R. Miniter (5)	A. W. Ingalls (6) J. R. Miniter Clinton Jordan
INGOLDSBY COMPANY, WM. A. 257 Werdin Place, Los Angeles, Calif.	Wm. A. Ingoldsby (m) J. W. Ingoldsby (3)	A. W. Ingoldsby (4)	Wm. A. Ingoldsby (6) J. W. Ingoldsby A. W. Ingoldsby
B. D. IOLA CO., INC., THE *f*. 551 Fifth Ave., New York, N. Y.	B. D. Iola (1)..... A. B. Lee (3)	John Schuman (4). Howard Imhoff (5)	Irving Berk (6)
IVEY & ELLINGTON, INC. *a*. 1400 So. Penn Square, Philadelphia, Pa.	N. D. Ivey (1)..... D. C. Heath (3)	J. T. Ellington (4). Jon Gnagy (5)	Wm. Gallow (6)

J

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
JACOBS AGENCY, INC., DILLARD *a-b-e*. Candler Bldg., Atlanta, Ga.	J. D. Jacobs (1)... R. W. York (3)	D. M. Stone (4)... R. W. York (5)	R. S. Peacock (6)
JACOBS AND CO., INC. *b*. East Carolina Ave., Clinton, S. C.	.....	.....	.....
JACOBY, JOSEPH R. 117 West Poplar Ave., Wildwood, N. J.	J. R. Jacoby (1)... J. R. Jacoby (3)	C. Sheehan (4)..... E. Grosshemmer (5)	J. R. Jacoby (6)
JAFFE & JAFFE. 670 So. Lafayette Park Pl., Los Angeles, Calif.	Ben Jaffe (1)..... Louis Rangno (3)	W. Bandick (4)... Arthur Stern (5)	Sam Jaffe (6)
JAMES & ASSOCIATES, VOLNEY T. 1861 No. Kingsley Drive, Hollywood, Calif.	V. T. James (1)... G. Bloodgood (3)	G. Bloodgood (4).. Miss M. Carr (5)	V. T. James (6)
JAQUA COMPANY, THE. 101-111 Garden St., S. E., Grand Rapids, Mich.	C. A. Jaqua (1)... P. B. Peterson (3)	.....	.....
JASPER, LYNCH & FISHEL, INC. *e-f*. 22 West 48th St., New York City	R. A. Jasper (1)... Joshua Brown (3)	M. M. Hermanson (4) R. Paul Rose (5)	J. W. Fishel 2nd (6) Florence S. Pollack
JEFFRIES COMPANY, W. C. *e-f*. 816 West Fifth St., Los Angeles, Calif.	W. C. Jeffries (1).. Shirley Schoenburg (3)	Shirley Schoenburg (4)	.....
JENKINS ADVERTISING, WILLIAM *a-f*. 220 South 16th St., Philadelphia, Pa.	Wm. Jenkins (o)... Jules Scalella (3)	Wm. Jenkins (4).. Jules Scalella (5)	Regina F. King (6)
JESSOP ADVERTISING COMPANY. 2100 First Central Tower Bldg., Akron, Ohio	M. K. Jessop (1).. M. Rodgers (3)	P. Waldron (4).... Doyle Waganan (5)	C. A. Jessop (6)
JEWISH ADVERTISING & PUBLICITY CO.... 270 Broadway, New York City	H. Younglieb (1).. Paul Berkowitz (3)	M. Danzis (4)..... Max Salz (5)	H. Younglieb (6)
JOHNSON ADVERTISING AGENCY, CARL O. 1315 East 62nd St., Chicago, Ill.	C. O. Johnson (o)..	.....	.....
JOHNSON, GROVER J. 917 Fidelity Bldg., Cleveland, Ohio	.....	.....	.....
JOHNSON, READ & COMPANY, INC. *e-f-h*.... 53 West Jackson Blvd., Chicago, Ill.	G. H. Read (1).... M. B. Sutherby (3)	A. T. Lewis (4).... M. B. Sutherby (5)	M. B. Sutherby (6)
JOHNSON AGENCY, VOYLE CLARK *e*. 30 N. La Salle St., Chicago, Ill.	V. C. Johnson (1)..	M. M. Johnson (5)	.....
JOHNSTON ADVERTISING AGENCY *e*. 625 Market St., San Francisco, Cal.	S. P. Johnston (1).	I. S. Johnston (5)..	.....
JOHNSTON COMPANY, THE LYLE T *e*. 612 N. Michigan Ave., Chicago, Ill.	L. T. Johnston (1). Wm. A. Combe (3)	V. K. Schumann (4) Wm. A. Combe (5)	V. K. Schumann (6)
JOHNSTONE ADV. AND SALES SERVICE.... 26 Forbes St., Rochester, N. Y.	F. W. Clements (1) W. H. Anderson (3)	.....	F. W. Clements (6)
JONES & BRAKELEY, INC. *e-f*. 150 Nassau St., New York City	.....	.....	.....
JONES COMPANY, DANA A. 950 South Broadway, Los Angeles, Cal.	Dana H. Jones (1). Crofton Jones (3)	Dana H. Jones (4). Crofton Jones (5)	Margaret Zoll (6)
JONES MORTON ADVERTISING CO. 1360 Franklin St., Johnstown, Penna.	Morris Rodgers (1)	H. H. Kitto (5)...	.....
JONES COMPANY, THE RALPH H. *a-e-f-h*.... 31 St. Fl. Carew Tower, Cincinnati, Ohio 580 Fifth Ave., New York City	R. H. Jones (1).... S. A. Willer (2)	.....	.....
JONES ADVERTISING AGENCY, ULRIC C... 432 Hurt Bldg., Atlanta, Ga.	Ulric C. Jones (1).. D. DeEsse (3).....	D. DeEsse (4).....	.....
JONES ADV. AGENCY, WYLIE B. *a-e*. Capitol Theatre Bldg., Birmingham, Ala.	John A. Wortz (1).	Wm. G. Jorgenson (4)	W. G. Jorgenson (6)
JORGENSON ADVERTISING CORP. 580 Fifth Ave., New York City	Sam Fink (3)	Sam Fink (5)	
JORGENSEN, ADVERTISING, RICHARD. 74 No. First St., San Jose, Calif.	.....	.....	.....
JOSEPH ADVERTISING AGENCY *a-e*. 1801 Reading Road, Cincinnati, Ohio	J. M. Joseph (o)... Lincoln Strauss (3)	.....	J. M. Joseph (6) Eli Cohan
JOSEPH ADVERTISING AGENCY, HARRY S. 907 Roosevelt Bldg., Indianapolis, Ind.	H. S. Joseph (1)... C. Patterson (3)	Julia D. Drohlich (4) H. S. Joseph (5)	H. S. Joseph (6)
JUNE & CO. General Motors Bldg., Detroit, Mich.	Robert June (1)... John D. June (3)	.....	Robert June (6) John D. June

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
KAHN & ASSOCIATES, ROBERT. 430 No. Michigan Ave., Chicago, Ill.	Robert Kahn (1).. Earl J. Kahn (3)	Bernice Stone (4).. W. F. Jenne (5)	Earl J. Kahn (6) Robert Kahn
KALPIEN ADV. SERVICE, KENNETH H. Erie Bldg., Cleveland, Ohio	.....	.....	.....
KANE ADVERTISING *e*. 100 West Monroe St., Bloomington, Ill.	A. P. Kane (1).... J. N. Crowder (3)	Hallie Bramble (5)	.....
KARCH ADV. AGENCY, JOHN *e*. 280 Broadway, New York City	.....	.....	.....
KASTOR & SONS ADV. COMPANY, H. W. *a-e*. 360 No. Michigan Ave., Chicago, Ill. Arcade Bldg., St. Louis, Mo. 30 Rockefeller Plaza, New York City	.....	.....	.....
KATZ COMPANY, THE JOSEPH *a-e-f-h*..... 16 East Mt. Vernon Place, Baltimore, Md.* 247 Park Ave., New York City	Joseph Katz (1)... Harry Kullen (3) (Balto.) W. Mullen (N.Y.)	J. C. Bridgwater (4) Bernard Trupp (5) (Balto.) B. D. Freeman (N.Y.)	J. T. McHugh (6) (Balto.) Beth Black (N.Y.)
KAUFMAN, ADVERTISING, HENRY J. *a-e-f-k* Homer Bldg., Washington, D. C.* Court Sq. Bldg., Baltimore, Md.	H. J. Kaufman (o). S. I. Smith (3)	W. F. Sigmund (4) E. Hoover (5)	Betty D. Gwyer (6) (Washington) M. S. Kaufman (Baltimore)
KAY, INC., J. ROLAND. 230 East Ohio St., Chicago, Ill.	J. R. Kay (1)..... W. C. Raithel, Jr. (3)	W. C. Raithel, Jr. (4)	J. R. Kay (6) C. E. Collier
KAY, INC. S. L. 155 Sansome St., San Francisco, Calif.	S. L. Kay (1)..... R. George (3)	Mervin Cole (5)...	C. Rothblum (6)
KAY COMPANY INC., TYLER. 775 Main St., Buffalo, N. Y.	H. T. Kay (1)..... G. Randorf (3)	.....	H. T. Kay (6)
KAYE-ST. GEORGE ADVERTISING AGENCY. 280 Madison Ave., New York City	B. St. George, Jr. (p) Robert Kaye B. St. George, Jr. (3)	.....	Robert Kaye (6)
KAYE ADVERTISING AGENCY, STANLEY... 1012 N. B. C. Building 815 Superior Ave., N. E., Cleveland, Ohio	Stanley Kaye (1).. Robt. B. Foley (3)	Robt. B. Foley (5).	Helen M. Little (6) Stanley Kaye
KAYTON-SPIERO CO., INC. *a-f*. 230 West 41st St., New York City	.....	.....	.....
KEANE, N. W. *a*. 95 Nassau St., New York City	.....	.....	N. W. Keane (6)
KEANE ADVERTISING AGENCY, RAYMOND. 501 Railway Exchange Bldg., Denver, Colo.	R. Keane (p) Edw. N. Hines W. Battersea (3)	R. Finson (4) ..... Fred Whitlock (5)	R. L. Grafft (6) Fletcher Trunk
KEECH & BECK *e*. 551 Fifth Ave., New York City	.....	.....	.....

(*Continued on page 171*)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 170*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
KEELING & CO., INC. *a-e-f* 1028 Chamber of Commerce Bldg., Indianapolis, Ind.			
KEELOR & STITES COMPANY, THE *a-e-f* 3001 Carew Tower, Cincinnati, Ohio	Sells Stites (1) Alan Brickwood (3)	S. M. Levy (4) J. E. Nieporte (5)	P. R. Hume (6) C. N. Ascheim E. P. Palmer
KEESHEN ADVERTISING COMPANY 603 Oklahoma Savings & Loan Bldg., Oklahoma City, Okla.	James Keeshen (1)		
KEIM ADVERTISING AGENCY 1523 3rd Ave., New York City	G. H. Hill (o)		G. H. Hill (6)
KELLER-CRESCENT CO. 24 So. East Riverside Drive, Evansville, Ind.	A. A. Brentano (1) M. L. Bosta (3)	Jack Hewson (4) A. B. Carnes (5)	Jack Hewson (6)
KELLY ADVERTISING, EWING C. Capital Nat'l Bank Bldg., Sacramento, Calif.	E. C. Kelly (1)		Dorothy Sheilds (6)
KELLY, NASON, INC., *a-e* 30 Rockefeller Plaza, New York, N. Y.	John C. Kely (1) D. J. Gorman (3)	J. H. Donahue (4) T. W. Jarvis (5)	J. Burland (6)
KELLY, STUHLMAN & ZAHRNDT, INC. *e* 1101 Mart Bldg., St. Louis, Mo.	C. F. Kelly, Jr. (1) J. F. Greenway (3)	Virgil A. Kelly (4) B. P. Burnes (5)	W. W. Zahrndt (6)
KELSEY COMPANY, FENTON 43 East Ohio St., Chicago, Ill.* 342 Madison Ave., New York City 1621 S. Grand Ave., Los Angeles, Calif.	F. Kelsey (1) LaVergne Langlands (3)	F. Kelsey, Jr. (4) John Metzger (5)	
KENYON & ECKHARDT, INC. *a-e-f-h* 247 Park Ave., New York City Sun Life Bldg., Montreal, P. Q., Canada	T. D'Arcy Brophy (1) Edw. Mante (3)	F. T. Denman (4) Kenwood Dixon (5) Paul Smith Gerald Link	J. A. Vessey (6)
KERN ADVERTISING AGENCY, C. F. *a-e* 1014 Girard Trust Building, Philadelphia, Pa.	C. F. Kern (o)		R. A. Soper (6)
KETCHUM, MacLEOD & GROVE, INC. *a-e-f-h* 2000 Koppers Bldg., Pittsburgh, Pa.	Geo. Ketchum (1) R. L. Forsythe, Jr. (3)	H. B. Cushman (5)	C. E. Livingston (6)
KEY ADVERTISING COMPANY, THE *a-e-f* Fountain Square Bldg., Cincinnati, Ohio	Samuel Glueck (1) N. P. Glueck (3)	Edw. J. Deister (5)	A. Wesler (6) Sam. Glueck (7) Edward J. Deister Arthur Clayton Vernon Dwyer
KIERNAN & CO., FRANK *a-e* 41 Maiden Lane, New York City	Frank Kiernan (p) J. Russel Kiernan	John E. Morton (4) Wesley Haeck (5)	
H. M. KIESEWETTER ADV. AGENCY, INC., THE *a-f* 9 East 40th St., New York City	E. T. Kiesewetter (1) H. Sweet (3)	H. M. Kiesewetter (g-m) R. Watterau (5)	S. G. Alexander (6)
KIMBALL CO., INC., ABBOTT *e-f-h* 250 Park Ave., New York City	Abbott Kimball (1) Ralph Nelsen (3)	Abbott Kimball (4) Stuart Campbell (5)	W. M. Engelmann (6)
KING, A. ROWDEN 14 Prospect Place, East Orange, N. J.	A. Rowden King (1) H. L. Allen (3)		
KING ADVERTISING AGENCY, WALLACE W. 652 Clifton Ave., Clifton, N. J.	W. W. King (1) G. H. Bailey (3)	W. W. King (4) W. Brooksbank (5)	W. W. King (6)
KINGSHALL ADVERTISING AGCY., INC. *e* 328 North Lake Ave., Pasadena, Calif.	Chas. E. Sydnor (1) Joan R. Mitchell (3)	Chas. E. Sydnor (4) Joan R. Mitchell (5)	Chas. E. Sydnor (6)
KIRCHER CO., THE ALBERT *e-f-h* 111 N. Canal St., Chicago, Ill. 12 S. Twelfth St., Philadelphia, Pa.			
KIRKGASSER-DREW *e* 400 N. Michigan Ave., Chicago, Ill.			
KIRKPATRICK ADV. SERVICE, W. S. *a-e-h* 1210 American Bank Bldg., Portland, Ore.	W. S. Kirkpatrick (o) (gm) G. M. Couche (3)	Roy M. Bird (4) G. M. Couche (5)	W. S. Kirkpatrick (6)
KIRSCHNER & COMPANY 354 Pine St., San Francisco, Calif.* 548 S. Spring St., Los Angeles, Calif.	Robt. Kirschner (1) David Rabin (3)	Harry Boylan (4) J. A. Links (5)	H. H. Kirschner (6)
KLAU-VAN PIETERSOM-DUNLAPASS., INC. *a-e-f* 744 No. Fourth St., Milwaukee, Wis.	W. F. Dunlap (1) C. F. Schilke (3) G. Hacka L. Panella (3)	Ed. F. Zeisig (4) H. V. Klau (5)	L. I. Archer (6)
KLEIN ADVERTISING AGCY, PHILIP *a* 1910 Rittenhouse Square, Philadelphia, Pa.			
KLEPPNER COMPANY, INC. *a* 551 Fifth Ave., New York City			
KLINE ADVERTISING AGENCY Kline Bldg., Kent, Ohio	F. L. Kline (o)		
KNABB ADVERTISING CO., JACK Hiram Sibley Bldg., Rochester, N. Y.	Jack Knabb (1)		
KNICKERBOCKER ADVERTISING SERVICE 70 Springhill Ave., W. New Brighton, Staten Island, N. Y.	L. A. Blackton (1)		L. A. Blackton (6)
KOBBÉ INC., PHILLIP 19 West 44th St., New York City	Philip Kobbé (1) Miss V. I. Mathews (3)	Philip Kobbé (4) Philip Kobbé (5)	Miss V. I. Mathews (6)
KOHL AGENCY, THE 706 Washington Bldg., Tacoma, Wash.			
KOLPIEN ADV. SERVICE, KENNETH H. Erie Bldg., Cleveland, Ohio	K. H. Kolpien (1)		
KOPMEYER CO., M. R 7th Floor—Realty Bldg., Louisville, Ky.	M. R. Kopmeyer (o)	Robt. Wathen (5)	M. R. Kopmeyer (6) W. A. Freeman
KORN AGENCY, LOUIS ROBERT 477 Congress St., Portland, Maine	L. R. Korn (1)		
KRAFF ADV. AGENCY *a-e-f* 1010 Second Ave., S., Minneapolis, Minn.			
KREICKER & MELOAN, INC. *f* 608 S. Dearborn St., Chicago, Ill.			
KREMER & HOWARD, INC. *b-e-h* 1711 Exchange Bldg., Memphis, Tenn.	Merrill Kremer (1) Ernest Lee (3)	F. Howard (4) E. B. Greenhaw (5)	F. Howard (6)
KRICHBAUM COMPANY, THE *e-f* 1147 Leader Bldg., Cleveland, Ohio	N. Krichbaum (1) N. Krichbaum (3)	N. Krichbaum (4) N. Krichbaum (5)	N. Krichbaum (6)
KRIVIT CO., SAMUEL G. *e-f* 280 Madison Ave., New York City			
KUDNER, INC., ARTHUR *a-e-f-h* 630 Fifth Ave., New York City New Center Bldg., Detroit, Mich. Albee Bldg., Washington, D. C. Citrus Center Bldg., Lakeland, Fla.			
KUHN ADV. AGENCY, RANDOLPH T. *e* 306 Fitzpatrick Bldg., Portland, Ore.	R. T. Kuhn (o) Julie Kirsch (3)	Ralf Thompson (5)	R. T. Kuhn (6)
KULZICK, INC., R. L. *e-f* 119 East Washington Ave., Madison, Wis.	R. L. Kulzick (1) R. Kulzick (2) N. Beier (3)		
KUPSICK ADVERTISING AGENCY, J. R. *a* 122 East 42nd St., New York City	J. R. Kupsick (1) R. L. Thaxter (3)	M. B. Robinson (5) F. R. Hildebrand	E. M. Fordsman (6) R. L. Thaxter
KUTTNER & KUTTNER *e* 540 N. Michigan Ave., Chicago, Ill.			

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
LAFFERTY ADVERTISING SERVICE 55 Monroe Ave., Grand Rapids, Mich.			J. W. Lafferty (6)
LAKE CO., ROBERT L. 9 Washington Place, New York City* 147-26 Hawthorne Ave., Flushing, L. I., N. Y.	Robt. L. Lake (1) R. B. Lake (3)	Robt. L. Lake (4) R. A. Paul (5)	Robt. L. Lake (6)
LAKE-SPIRO-COHN, INC. *a-b-e* Sterick Bldg., Memphis, Tenn.			
LAMB ADVERTISING AGENCY, INC. *e* 51 Madison Ave., New York City	Dorothy Lamb (1) John Warner (3)	Dorothy Lamb (4) Louise Spohn (5)	Ralph Cran (6)
LAMB CO., JAMES G. *a-e* 2136 Land Title Bldg., Philadelphia, Pa.	Jas. G. Lamb (1) A. Seeley (3)		A. Seeley (6)
LAMBERT & FEASLEY INC. *a-e* 9 Rockefeller Plaza, New York City	J. L. Johnston (1) Frank Gangemi (3)	G. K. Seagrove (4) Albt. Sterling (5)	F. W. Mace (6) T. F. McMahon
LAMPORT, FOX & CO. *a-e-f* 825 J. M. S. Bldg., South Bend, Ind.	W. K. Lamport (1) H. W. Fox (2) C. F. Prell		
LANDAU, INC., A. B. 270 Broadway, New York City	H. Younglieb (1) P. Berkowitz (3)	E. Kaye (4) J. Fabricant (5)	H. Younglieb (6)
LANDSHEFT & WARMAN, INC. *a-e-f* 810 Liberty Bank Bldg., Buffalo, N. Y.	A. W. Landsheft (1) E. T. Drullard (3)	H. L. Barber (4) G. F. Blankenberg (5)	
LANE ADV. AGENCY, INC., WILLIAM T. 514 City Bank Bldg., Syracuse, N. Y.	W. T. Lane (1) R. Mastriano (3)	W. Liddiard (5)	W. T. Lane (6) William Spitz Lennox F. Wylie
LANEY, HORACE A. Huyler Bldg., 374 Delaware Ave., Buffalo, N. Y.	H. A. Laney (1) Madeleine B. Reid (3)	J. H. Laney (4)	
LANG, FISHER AND KIRK, INC. *a-f* 1010 Euclid Ave., Cleveland, Ohio			
LANNIN, THOMAS F. 2326 S. Michigan Ave., Chicago, Ill.	T. F. Lannin (1) Jas. R. Lannin (3)		
LANPHER & SCHONFARBER, INC. *a-e-f* 58 Weybosset St., Providence, R. I.	G. Schonfarber (1) Russel Edwards (3)	G. Schonfarber (4) Wm. Gardner (5)	L. Lanpher (6)
LAPORTE & AUSTIN, INC. *e-f* 330 W. 42nd St., New York City	F. L. Leedom (1)		
LARSON ADVERTISING SERVICE, LLOYD S. *e* 320 Brett Bldg., Kankato, Minn.	Lloyd S. Larson (1)	R. A. Jorgensen (5)	
LASERSOHN & COMPANY, ROBERT Fourth Fl., Security Nat. Bank Bldg., St. Louis, Mo.	R. Lasersohn (o) Robert Palan (3)	Robt. Palan (4) Beatrice Eli (5)	R. Lasersohn (6) Robert Palan
LATIN-AMERICAN AGENCY, THE 59 Salvador Brau (P. O. Box 1663), San Juan, Puerto Rico* 150 West 79th St., New York City	J. E. Sullivan (1) F. P. L. Cronin (3)	F. P. L. Cronin (4) J. A. Kelley (5)	J. E. Sullivan (6) J. A. Kelley
LAUESEN & SALOMON *a-e* 520 North Michigan Ave., Chicago, Ill.			
LAVENSON BUREAU, THE *f* 12 South 12th St., Philadelphia, Pa.			
LAVIN CO., INC., THE *a-e-f-h* 805 Statler Bldg., Boston, Mass.	J. L. Lavin (1) R. D. Buckley (3)	R. W. Mickham (4) H. G. McMennamin (5)	C. C. Palmer (6)
LAWRENCE AGENCY, FREDERICK M. 1015 Fox Bldg., Detroit, Mich.	F. M. Lawrence (1) H. E. Wynne (3)	F. M. Lawrence (4) Carl H. Vogel (5)	F. M. Lawrence (6)
LECHE & LECHE, INC. *a-b-e-f* Mercantile Bldg., Dallas, Tex.			
LEE ADVERTISING *e* 1421 Penobscot Bldg., Detroit, Mich.			
LEE-STOCKMAN, INC. *e-f* 30 Vesey St., New York City	W. Arthur Lee (1) L. A. Stockman (3)	Edw. Kozma (5)	W. Arthur Lee (6)
LEEFORD ADVERTISING AGENCY, INC. 315 Fourth Ave., New York City	David D. Lee (1) R. J. Heins (3)	R. J. Heins (5)	David D. Lee (6)
LE FEVER & ASSOCIATES, GERALD T. 322½ Louisiana St., Little Rock, Ark.	G. T. Le Fever (1) Royl S. Barnes (3)	Roland Haun (4) M. Le Fever (5)	Wm. Peckham (6)
LEFTON CO., INC., AL. PAUL *a-e* 1617 Pennsylvania Bldg., Philadelphia, Pa.* 521 Fifth Ave., New York City Tribune Tower, Chicago, Ill.	Al. P. Lefton (1) B. M. Harvison (3)	M. S. Gladstone (4) Hugh Genske (5)	Edith V. Righter (6)
LE GRAND, R. L. *e* 34 West 33rd St., New York City	R. L. LeGrand (3)		A. E. Taaffe (6)
LEHMAN ADVERTISING, HART *f* 116 Broad St., New York City			
LEIGHTON & NELSON 202 State St., Schenectady, N. Y.	W. Leighton (p) Geo. R. Nelson Edward F. Flynn (3)	R. S. Gragin (dir.) A. Hitchins (5)	Winifred Niles (6) W. Leighton (7) G. R. Nelson Robt. S. Cragin
LELAND, INC., ADVERTISING, CY. Trinity Bldg., Fort Worth, Tex.	Cy Leland (1) Cy Leland (3)	Elmer Ingle (5)	Cy Leland (6)
LENNEN & MITCHELL, INC. *a-e* 17 East 45th St., New York City* 8949 Sunset Blvd., Hollywood, Calif.	P. W. Lennen (1) M. J. Madar (3)	Thos. Erwin (4)	Catherine J. Parker Arthur Ude
LEON, INC., S. R. *f* 1775 Broadway, New York City	S. Raoul Leon (1) H. Jacknick (3)	Aage Wise (5)	M. Brookmeyer (6)
LEPSEY ADVERTISING AGENCY 152 Temple St., New Haven, Conn.	Joseph Lepsey (o) W. Dougherty (3)		
LeQUATTE, INC., H. B. *a-e-f-h* 200 Madison Ave., New York City	H. B. LeQuatte (1) W. J. Patterson (3)	O. S. Clarke (4) W. T. Elberty (5)	
LESCARBOURA & STAFF, AUSTIN C. The Wordshop, Croton on Hudson, N. Y.	A. C. Lescarboura (1) Wilfrid S. Rowe (3)	A. C. Lescarboura (4) N. T. Cashion (5)	A. C. Lescarboura (6)
LESSER, GERALD 221 West 57th St., New York City	Gerald Lesser (o)		
LESSING ADV. CO., INC. *e-f* 910-15 Walnut Bldg., Des Moines, Iowa			
LEVY ADVERTISING, HYMAN Chamber of Commerce Bldg., Newark, N. J.	Hyman Levy (o) T. Vigliotta (3)	Bernard Myers (4) Anthony Lembo (5)	Hyman Levy (6) Robert Metsky
LEVY ADVERTISING AGENCY, TED *a-e-f* Temple Court Bldg., Denver, Colo.			
LEVY ORGANIZATION, INC., RAYMOND *f* 551 Fifth Ave., New York, N. Y.	R. Levy (1) C. L. Rothschild (3)	R. Levy (4) M. Henig (5)	L. J. Alles (6)
LEWIN CO., INC., A. W. *a-f* 744 Broad St., Newark, N. J.	A. W. Lewin (1) D. N. Waterbury (3)	M. C. Seigerman (4) D. N. Waterbury (5)	M. A. Cahill (6)
LEWIS ADVERTISING AGENCY 339 Main St., Worcester, Mass.	L. Blumenthal (1) Janet C. Knight (3)	L. Blumenthal (4) W. P. Phillips (5)	L. Blumenthal (6)
LEWIS AGENCY, THE *a* Evening Star Bldg., Washington, D. C.			
LEWIS & MAGEE, INC 172 Chestnut St., Springfield, Mass.	John Magee, Jr. (1) E. A. Magee (3)	John Magee, Jr. (4) R. Collinge (5)	E. A. Magee (6) John Magee, Jr.
LEWIS & ASSOCIATES, ADDISON *a-e-f* 1414 Foshay Tower, Minneapolis, Minn.	Addison Lewis (o) Edna H. Brautigam (3)		Margie M. Anderson (6) Edward Grubb (7) Harvey R. Kruse James A. Quint
LEWIS & TOKAR *a* 44 Commerce St., Newark, N. J.	Milton L. Lewis (p) Alfred F. Tokar		
LIGGETT, ADVERTISING, CARR *f-h* 512 N.B.C. Building, Cleveland, Ohio	Carr Liggett (o) T. R. Forristell (3)		E. C. Sheeler (6)
LILL AGENCY, H. I. *b* 339 Carondelet St., New Orleans, La.			
LILLY COMPANY, INC., ALFRED *a* 420 Lexington Ave., New York City			
LINCOLN ADVERTISING AGENCY 310 Daniel Bldg., Danville, Ill.	Glenn V. Gill (1)		
LINDER ADV. AGENCY, EMANUEL *a-e* 1457 Broadway, New York City			
LINDER ADV., HENRY *e* 1457 Broadway, New York City			
LIPPIT ADVERTISING, JULES 130 West 42nd St., New York City	Jules Lippit (1) Claire Gambos (3)	A. M. Dunbar (4) Jules Lippit (5)	Jules Lippit (6) Cabot Adams
LITTLE ADVERTISING CO 1st National Arcade, Huntington, W. Va.	Monte Little (1) Kathryn DePree (3)	Chas. M. Pace (4) James Brower (5)	Chas. M. Pace (6)
LIVERMORE & KNIGHT AGCY., INC. *a-e-f* 42 Pine St., Providence, R. I.* 1055 Park Square Bldg., Boston, Mass.			Wm. B. Gowdey Jr. (6)
LIVINGSTON ADV. AGENCY, LEON *a-e-f-h* Pent House, Mills Bldg., San Francisco, Calif.	L. Livingston (1) J. C. Cummings (3)	Alberta Rudolphi (5)	B. Biederman (6)
LLEWELLYN ADVERTISING, ROSS *e* 176 W. Adams St., Chicago, Ill.			
LOCKWOOD-SHACKELFORD ADV. AGCY. *a-e* 122 East 7th St., Los Angeles, Calif.	M. W. Shackelford (1) R. N. Lockwood (2)	E. Forestal (5)	M. W. Shackelford (6) R. N. Lockwood R. D. Lockwood N. J. Boroughs N. J. Boroughs (7)

(*Continued on page 172*)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page* 171)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
LOEB ADVERTISING AGENCY, LESTER A. 25 West 45th St., New York City	L. A. Loeb (1) Herbert Buhrow (3)	Paul Suto (5)	F. Pinsker (6)
LOEWY ADVERTISING AGENC *i a-e* 5 Beekman St., New York City	Arnold Loewy (1)		
LOGAN & ROUSE, INC. *a-e-f* 621 So. Hope St., Los Angeles, Calif.	E. F. Rouse (1) D. L. Logan (2) H. Brinkman (3) ... T. West (asst.)	D. L. Logan (4)	H. Brinkman (6)
LONG ADVERTISING SERVICE *a-e-h* 19 No. Second St., San Jose, Calif.* 681 Market St., San Francisco, Calif.	Alvin Long (o) Hassel Smith (m) (San Francisco) Wayne Lens (3)	Mrs. Gertrude B. Murphy (4)	
LONG CO., THE W. E. *a* 155 No. Clark St., Chicago, Ill.			
LOOMIS AND HALL, INC. *b* 701 Congress Bldg., Miami, Fla.			
LORD & THOMAS *a-e-f-h* 247 Park Ave., New York City* 919 No. Michigan Ave., Chicago, Ill. 235 Montgomery St., San Francisco, Calif. 601 West Fifth St., Los Angeles, Calif. 6331 Hollywood Bldv., Hollywood, Calif. 300 N. Taylor St., Dayton, Ohio 16 Place de la Madeleine, Paris, France Thames House, Millbank, West. London, England 1010 St. Catharine St. West, Montreal, Canada 19 Richmond St. West, Toronto, Canada	Don Francisco (1) S. R. Coons (N. Y.) (exec. v.-p.) David M. Noyes (Chicago) Fairfax Cone (2) (San Francisco) Don Belding (Los Angeles) G. J. Turner (3) (N.Y.) Ed. Frank (3) (Chicago)	F. Farrar (5, N.Y.) G. D. Bertke (Chicago)	J. O. Bauer (6) (N. Y.) H. R. VanGunten (Chicago)
LORELEI ADVERTISING AGENCY Box 64, Laurel, Md.	H. H. Buckles (1). H. H. Buckles (3)	H. H. Buckles (4). Bob Simpson (5)	H. H. Buckles (6)
LORENTZEN, H. T. *f* 10 East 43rd St., New York City			
LOVEKIN CORP., R. E. *f* 1505 Race St., Philadelphia, Pa.	R. E. Lovekin (1). W. H. Lovekin (2) A. T. Babel (3)	D. P. Roselle (4)	R. E. Lovekin (6) W. H. Lovekin A. T. Babel D. P. Roselle
LOVINS ADVERTISING, B. B. 414 Eighth St., Huntington, W. Va.	B. B. Lovins (1) Doris E. Lovins (3)	B. B. Lovins (4)	Doris E. Lovins (6)
LOW CO., INC., F. J. *e-f* 16 West 46th St., New York City	F. J. Low (1) R. Davis (3)	W. B. Dygert (4) A. Martella (5)	F. J. Low (6) W. B. Dygert
LUCK, ADVERTISING AGENCY, O. H. 709 Oregonian Bldg., Portland, Ore.	O. H. Luck (o) O. H. Luck (3)	O. H. Luck (4) E. B. Quigley (5)	O. H. Luck (6)
LUDGIN, INC., EARLE *a-e-f* 230 North Michigan Ave., Chicago, Ill.	Earle Ludgin (1) E. Ernstein (3)	J. H. Wiltmarth (5)	Earle Ludgin (6) V. R. Bliss Jos. H. Caro Leroy T. Goble
LUNKE & ASSOCIATES, JAMES R. *e-f* Joseph Vance Bldg., Seattle, Wash. 919 N. Michigan Ave., Chicago, Ill.			
LUSSIER, L. CHARLES, INC. *f* 940 Michigan Bldg., Detroit, Mich.	L. Chas. Lussier (1) W. J. Lussier (3)	L. Chas. Lussier (4) A. B. Caldwell (5)	L. Chas. Lussier (6) W. J. Lussier J. T. Foley
LYNN-FIELDHOUSE ADVERTISING AGENCY 716 Brooks Bldg., Wilkes-Barre, Pa. 75 West St., New York City	S. C. B. Lynn (p). L. S. Fieldhouse	Wilbur Myers (4). C. L. Steyer (5)	W. B. Pritchard (6)
LYON AGENCY, THE *e* Rialto Bldg., 116 New Montgomery St. San Francisco, Calif.	D. E. Lyon (o)		
LYONS ADVERTISING SERVICE *f* 117 S. Washington St., North Attleboro, Mass.			
LYTLE COMPANY, THE J. HORACE *a-e* 321 West First St., Dayton, Ohio* 79 East State St., Columbus, Ohio	J. H. Lytle (1) O. A. Diemer (3)	J. E. Romig (4) Paul A. Lay (5)	R. M. Collett (6) J. H. Lytle, Jr.

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
McADAMS, WILLIAM DOUGLAS *a-e* 25 West 43rd St., New York City			
McCANN-ERICKSON, INC. *a-e-f-h* 50 Rockefeller Plaza, New York City 910 So. Michigan Ave., Chicago, Ill. 1300 Guardian Bldg., Cleveland, Ohio 424 Patterson Bldg., Denver, Colo. 2253 Penobscot Bldg., Detroit, Mich. 448 So. Hill St., Los Angeles, Calif. 1308 Public Service Bldg., Portland, Ore. 114 Sansome St., San Francisco, Calif. 655 Skinner Bldg., Seattle, Wash. 10 Pryor St., Atlanta, Ga. 224 Canada Cement Bldg., Montreal, Que., Canada Metropolitan Bldg., Toronto, Ont., Canada Electric Railway Chambers, Winnipeg, Man., Canada 1601 Royal Bank Bldg., Vancouver, B. C., Canada 109 Jermyn St., London, SW 1, England 57 Rue Pierre Charron, Paris, France 15 Kaiserstrasse, Frankford, oM Germany Avenida Rogue Saenz Pena 567, Buenos Aires, Argentina Caixa Postal 239. Rio de Janeiro, Brazil Rua Boa Vista 16 salas 601-2, San Paulo, Brazil	H. K. McCann (1)		
McCARTHY & ASSOCIATES, L. F. *e* 704 Race St., Cincinnati, Ohio	L. F. McCarthy (1) R. Bockerstette (3)	L. F. McCarthy (4) B. J. Steinhauer (5)	E. Bauer (6) L. F. McCarthy
McCARTHY ADV. SERVICE, INC., RAY *a-e* 9 Rockefeller Plaza, New York City			
McCARTHY ADVERTISING AGCY., R. E. *b* Tampa Theatre Bldg., Tampa, Fla.	R. E. McCarthy (1)	A. Yorkunas (5)	R. E. McCarthy (6)
McCARTY CO., THE *a-e-f-h* 1206 Maple Ave., Los Angeles, Calif.* 116 New Montgomery, San Francisco, Calif.	T. T. McCarty (1). Roy J. Horner (3)	Geo. E. Lees (4) C. W. Haines (5)	M. L. Gowans (6)
McCLURE & WILDER 505 Mahoning Bldg., Warren, Ohio	R. E. McClure (1). Isla E. Wilder (3)	R. E. McClure (5).	Isla E. Wilder (6)
McCORD COMPANY, INC., THE *a-e* 1100 Hodgson Bldg., Minneapolis, Minn.	R. D. McCord (1). L. J. Skaar (3)	E. Grove (5)	C. F. Baker (6)
McCORMICK CO. *b-e* 217 East 7th St., Amarillo, Tex.	J. L. McCormick (o) (m) J. R. Forkner (3)	Miss Marilu Plaxco (5)	J. R. Forkner (6) J. L. McCormick
McDANIEL-FISHER & SPELMAN, INC 1310 First-Central Tower, Akron, Ohio	A. C. Fisher (1) W. M. Sexauer (3)	A. C. Fisher (4) R. W. Loos (5)	A. C. Fisher (6) H. M. Klingensmith
McDOUGALL AND WEISS *a* 410 No. Michigan Ave., Chicago, Ill.	E. H. Weiss (o)	L. C. MacGlashan (4) H. Cordesman (5)	Scott Jones (6) Marvin Mann (7)
McELHINNEY ASSOCIATES P.O. Box 100, Michigan City, Ind.	W. R. Moreland (1) J. B. Stuart (3)	K. P. Koop (4) Tip E. Tynn (5)	V. McElhinney (6)
McFARLAND PUBLICITY SERVICE *a-e* Crescent & Mulberry Sts., Harrisburg, Pa.			
McGIVENA, LEO E. 444 Madison Ave., New York City	L. E. McGivena(1) J. M. Thorsen (2)		T. W. Seckendorff, 2nd V. P.
McGIVERAN-CHILD CO. *e* 228 N. LaSalle St., Chicago, Ill.			
McGUIRE ADVERTISING, E. J. *a-e-f* Pioneer Bldg., St. Paul, Minn.			
McINTYRE & ASSOCIATES, C. F. 1121 Free Press, Detroit, Mich.	C. F. McIntyre (1) S. Meyerson (3)	C. F. McIntyre (4) S. Meyerson (5)	C. F. McIntyre (6)
McJUNKIN ADVERTISING COMPANY *a-e-f* 228 No. La Salle St., Chicago, Ill.	Wm. D. McJunkin (1) Wm. C. Mottershead (3)	Gordon Best (4) Gordon Best (5)	R. W. Shadinger(6)
McKEE & ALBRIGHT, INC. *a-e* 1400 So. Penn Square, Philadelphia, Pa.* 30 Rockefeller Plaza, New York City	Roy J. McKee (1) H. Maurer (3)	D. R. Albright (4). C. Wilkinson (5)	E. W. Walmsley (6)
McLAIN ORGANIZATION, INC. *e* 12 S. Twelfth St., Philadelphia, Pa.			
McLAUGHLIN & ASSOCIATES, R. J. A. Southern Bldg., Washington, D. C.	R. J. A. McLaughlin (1) M. G. Zimmerman (3)	F. B. McLaughlin (4) L. L. Lewis (5)	R. J. A. McLaughlin (6) F. B. McLaughlin
McMAHON INC., JAMES J. *e-f* 6 East 45th St., New York City	J. J. McMahon (1). Hugh Laidman (3)	A. A. Levenseller (4) Hugh Laidman (5)	J. J. McMahon (6)
McMANUS-O'REGAN AGENCY 227 Broadway Market Bldg., Detroit, Mich.	J. F. McManus (p) W. B. O'Regan		W. B. O'Regan (6)
McSHANE ADVERTISING CO. 6042 St. Marie St., E.E., Pittsburgh, Pa.	K. J. McShane (1). C. D. McShane (3)	C. D. McShane (4) C. D. McShane (5)	

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
MacDONALD-COOK COMPANY *e* 530 Sherland Bldg., South Bend, Ind.	C. A. MacDonald (1) A. C. Cook (2) Keith B. Bittle (3)	Glen E. Miller (5)	
MacDONALD-POTTER, INC. *e-f* 230 N. Michigan Ave., Chicago, Ill.	A. B. MacDonald (1) Leon Seelig (3)	Leon Seelig (4)	Phyllis M. Johnson (6)
MACE ADVERTISING AGENCY *a-e-f* Lehman Bldg., Peoria, Ill.	M. J. Matusak (1). S. Dix (3)	R. M. Davis (4) J. F. Fellay (5)	M. J. Matusak (6) J. J. Keith E. M. Lagron
MacFARLAND & COMPANY, HAYS *a-e-f* 333 No. Michigan Ave., Chicago, Ill.			
MacGREGOR AND WOODROW 305 East 46th St., New York City	F. S. Woodrow (p). T. D. MacGregor F. S. Woodrow (3)	T. D. MacGregor (4) F. S. Woodrow (5)	
MacGRUDER & COMPANY 413 Midland Savings Bldg., Denver, Colo.	W. W. MacGruder (1) R. D. MacGruder (3)	W. W. MacGruder (4) Bradley Lane (5)	R. D. MacGruder (6)
MACK & CO., NORMAN A. 67 West 44th St., New York City	N. A. Mack (1) Milton Citron (3)	G. F. Berman (5)	N. A. Mack (6)
MacKAY-SPAULDING CO., INC. *e* 155 East 44th St., New York City			
MacKENNEY CO., W. B. *a* 1913 Arch St., Philadelphia, Pa.			
MacKENZIE, INC., ADVERTISING *a-e-f* 431 Clifton Ave., Minneapolis, Minn.	E. MacKenzie (1) Lucille MacKenzie (3)	E. MacKenzie (4). Lucille MacKenzie (5)	E. MacKenzie (6)
MacMANUS, JOHN & ADAMS, INC. *a-e* 1200 Fisher Bldg., Detroit, Mich.	W. A. P. John (1). J. W. Ingham (3)	Harvey Luce (5)	E. W. Froehlich (6) Kelso M. Taeger
MacWILKINS & COLE, INC. *a-e-f-h-j* Corbett Bldg., Portland, Ore. 914 Republic Bldg., Seattle, Wash. 800 Tennessee St., San Francisco, Calif.	Mac Wilkins (1). Dan Gerber (3) (Seattle) A. E. House (Portland)	A. E. House (4) (Portland) Wayne Bagley (5) (Portland)	A. E. House (6) (Portland) Maxine Butler (Seattle)
MADARA ADVERTISING AGENCY Hagys Ford Road, Penn Valley, Pa.	E. S. Madara (1). E. S. Madara (3)	J. H. Way, Jr. (4). Elizabeth Hoff (5)	E. S. Madara (6) John H. Way, Jr.
MAGGART ADV. AGENCY *e-f* 333 N. Michigan Ave., Chicago, Ill.			
MAHONEY & SMITH ADV. AGENCY 177 East 11th St., Indianapolis, Ind.	E. W. Mahoney (1) E. W. Mahoney (3)	Fred Smith (4) Fred Smith (5)	E. W. Mahoney(6)
MAHOOL, ADVERTISING, KATHERINE H. 12 East Lexington St., Baltimore, Md.	Katherine M. Mahool (1)		Margaret Brady (6)
MAISH COMPANY, THE JAY H. *e-f* 400 So. Main St., Marion, Ohio	Jay H. Maish (1). Margaret Harlow (3)	Perry Bachelder (5)	Jay H. Maish (6) Wm. P. Ellis M. K. Pinkerman
MAISON & CO., L. G. *f-h* 30 W. Washington St., Chicago, Ill.			
MALCOLM & ASSOCIATES, R. 2112 Pennsylvania St., Evansville, Ind.	W. A. Koch (1) Wm. H. Blackburn (3)	Wm. H. Blackburn (5)	Clyde Kuester (6)
MALCOLM-HOWARD ADV. AGENCY *e* 20 East Jackson Bldv., Chicago, Ill.	A. M. Holland (1). Ray Freedman (3)	Dorothy Johnston (5)	M. G. Holland (6)
MALEY ADVERTISING AGENCY, INC. Times Bldg., New York City	Chas. J. Bitowf (1) C. J. Bitowf (3)	Helen Bitowf (4) J. R. Dinnan (5)	J. R. Dinnan (6) C. J. Bitowf V. P. Bitowf
MALINA-LEVY-SYPHER ADV. AGENCY 609 F. Street, N. W., Washington, D. C.			
MALKIEL ADV. AGENCY, DAVID *a-e-f* 260 Tremont St., Boston, Mass.	David Malkiel (o). Harry Lane (3)	David Malkiel (4). H. Lawrence (5)	Alfred Black (6) Martin Kadis Harry Weinbaum
MALONEY, INC., T. J. *a-e-f* 122 East 42nd St., New York, N. Y.	Thos. J. Maloney (1) R. Oppenheimer (3)	G. Alden Donham (4) Elmer Lasher (5)	Anne Gibbons (6)
MANDEL & CO., J. P. Merritt Bldg., Los Angeles, Calif.			
MANER & DORG 111 First St., Sweetwater, Tex.	Lionel Maner (1). Lionel Maner (3)	E. Hall (4) Jerry Slaughter (5)	Pat Sneed (6) Bill McCown
MANSFIELD COMPANY, LLOYD *e* Dun Bldg., Buffalo, N. Y.			
MANSON & ASSOCIATES, D. S. *e* 501 Essex Bldg., Minneapolis, Minn.	D. Nathanson (1). Sam Kaufman (3)	Bill Huser (4) A. Sturnick (5)	Lynn Meyer (6) Joe Deggendorf
MANTERNACH, INC., *e-f* 170 High St., Hartford, Conn.	M. C. Manternach (1) A. H. Patterson (3)	Paul C. Smith (4) Geo. Siemsen (5)	C. F. Newman (6) Forest E. Williams (radio Dir.)
MANUFACTURERS ADV. CO. 20 W. Jackson Blvd., Chicago, Ill.	Arthur A. Gluck (1)		L. Peterson (6)
MARGON-ROBINSON CO. *b* Kenyon Bldg., Louisville, Ky.			
MARSCHALK & PRATT, INC. *a-e-f-h* 535 Fifth Ave., New York City	H. C. Marschalk (1) S. H. Giellerup (2) A. H. Moore (3)	R. J. Mutter (5)	G. L. Trimble (6) H. A. Stearns
MARSH, TERRILL BALKNAP, ASSOCIATES *f* 480 Lexington Ave., New York City	T. B. Marsh (p) A. D. B. Marsh Wm. Von Herr (3)	T. B. Marsh (4) A. B. Marsh (5)	T. B. Marsh (6) J. C. Hindle N. E. Knudson
MARSHALL, R. 6553 Woodward Ave., Detroit, Mich.	R. Marshall (3)	R. Marshall (4)	R. N. Jackson (6)
MARTIN ADVERTISING AGENCY *e-h* 171 Madison Ave., New York City	Felix M. Wolsky (1)		
MARTIN ADVERTISING, EDWIN E 739 So. Hope St., Los Angeles, Calif.	E. E. Martin (1). Mrs. B. Ackland (3)	Steve Wells (4). John D. Roche (5)	W. P. Rodman (6)
MARTIN ADVERTISING AGENCY, ETTA 309 S. st. Marys, San Antonio, Tex.	Etta Martin (o)		Etta Martin (6)
MARTIN, INC., FRANK *a-e-f* Fox Theater Bldg., Detroit, Mich.			
MARTIN & ROBISON, INC. 2010 Lincoln Bank Tower, Fort Wayne, Ind.	Willis S. Martin (1) Mel J. Robison (3)	Frank Kelty (4) F. H. Henline (5)	Don W. Long (6)
MARVIN ADVERTISING AGENCY 626 South Federal St., Chicago, Ill.	Sam. S. Caplan (1)		Sam. S. Caplan (6)
MARX ADV. AGENCY, GUSTAV *e* 125 E. Wells St., Milwaukee, Wis.			
MASON, CHAS. A. David Stott Bldg., Detroit, Mich.	Chas. A. Mason (1)		
MASON-RELKIN CO. 369 Lexington Ave., New York City	Roger B. Relkin (1)		
MATHES, INC., J. M. *a-e-f* 122 East 42nd St., New York, N. Y.	J. M. Mathes (1). Warren Brooks (3)	Walter Weir (4) Lester Loh (5)	D. R. Hathaway (6)
MATTESON FOGARTY JORDAN CO. *a-e-f-h* 307 North Michigan Ave., Chicago, Ill.	W. A. Jordan (1). Edw. J. Schnen (3)	E. N. Phillips (4).	Thos. W. Davis (6)
MATTHEWS INC., JACKSON 9 Rockefeller Plaza, New York City	J. Matthews (1). Hubert Malkus (3)	S. Baring-Gould (4)	J. Matthews (6) Hubert Malkus
MAXFIELD COMPANY, JOSEPH *f* 36 Exchange Place, Providence, R. I.	J. M. Finkle (1). Ellen Arthur (3)	A. M. Finkle (4). Clinton Wilder (5)	J. M. Finkle (6) A. M. Finkle
MAXON ADV. EFFICIENCY SERVICE, E. LEE. 6164 S. W. Capitol Highway, Portland, Ore.			
MAXON, INC. (MICHIGAN) *a-e* 2761 E. Jefferson Ave., Detroit, Mich.			
MAXON, INC. (OHIO) *a-e* Heights Rockefeller Bldg., Cleveland, Ohio 570 Lexington Ave., New York City 919 No. Michigan Ave., Chicago, Ill. 1260 Boston Ave., Bridgeport, Conn.			

(*Continued on page* 173)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 172)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
MAYER-LOPEZ, INC. 342 Madison Ave., New York City	F. F. Lopez (1) F. A. Heath (3)	F. F. Lopez (4)	Anna Schneider (6)
MAYERS COMPANY *a-e-f.* 1240 South Maine St., Los Angeles, Calif.	Henry Mayers (o) J. R. Mayers Arthur Mayers Edd Smith (3)	T. W. Cate (4) Joe Perrett (5)	Alden K. Weis (6)
MAYNE COMPANY, CHAS. H. 629 Insurance Exchange Bldg., Los Angeles, Calif.* 419 Morgan Bldg., Portland, Ore. 1411 Fourth Ave. Bldg., Seattle, Wash.	Chas H. Mayne (1) E. P. Ramsay (3)	E. P. Ramsay (4) C. C. Mershon (5)	N. V. Mayne (6)
MEANY COMPANY, PHILIP J. *a-e-f-h.* 816 West Fifth St., Los Angeles, Calif.	P. J. Meany (1) R. Clinton (3)	C. K. Tester (4) Jay Koupal (5)	R. Clinton (6) K. M. Miles (7) R. F. Irvin
MEARS ADVERTISING, INC. *a-e.* 250 Park Ave., New York, N. Y.	R. Mears, Jr. (1) Frank E. Smith (3)	Geo. Poderson (5)	Frank E. Smith (6)
MEARS, CHARLES W. 1801 Superior Ave., Cleveland, Ohio			
MEDIA COUNSELORS 220 West 42nd St., New York City	A. A. Bacolini (1) F. P. Williams (3)	A. A. Bacolini (4) F. P. Williams (5)	E. J. Larisch (6)
MEEK AND THOMAS, INC. *e-f.* 311 Mahoning Bank Bldg., Youngstown, Ohio	Ira A. Thomas (1) Ira A. Thomas (3)	Park Meek (4) Tony Skingel (5)	Ira. A. Thomas (6) Park Meek
MEERMANS, INC. *e-f.* 1924 N. B. C. Bldg., Cleveland, Ohio	H. J. Meermans (1) John Matthews (3)	Chas. E. Mills (5)	H. J. Meermans (6) C. A. Brinkman
MEISSNER ADV. AGENCY, CHARLES D. *e-f.* 176 West Wisconsin Ave., Milwaukee, Wis.	C. D. Meissner (o) (1)	Fritz Gerlach (5)	C. D. Meissner (6)
MELDRUM AND FEWSMITH, INC. *a-e-f.* 1018 Leader Bldg., Cleveland, Ohio	B. Meldrum (1) D. A. Elliott (3)	J. Fewsmith (4) J. Fewsmith (5)	R. G. Simmons (6)
MELLEN ASSOCIATES, LTD., THE Kaukeolani Building, Honolulu, Hawaii	George Mellen (1) George Mellen (3)	Masuo Ogoshi (5)	
MENEOUGH ADVERTISING AGENCY 1017 Walnut St., Des Moines, Iowa	E. M. Meneough (1) G. R. Rex (3)	Melvin E. Seymour (5)	
MENKEN ADVERTISING, INC. *a-f.* 280 Madison Ave., New York City	H. D. Menken (1) Edw. LeVangie (3)	D. D. Simon (4)	Anna R. Belman (6)
MERCHANDISING ADVERTISERS *e.* 919 No. Franklin St., Chicago, Ill.	F. Ohlrich (1) F. Ohlrich (3)	F. Ohlrich (4) J. Jacobsen (5)	F. Ohlrich (6)
MEREDITH & COMPANY, INC. 415 Cannon Bldg., Troy, N. Y.	R. D. Meredith (1) R. D. Meredith (3)	R. D. Meredith (4) R. D. Meredith (5)	R. D. Meredith (6)
MERRILL & CO., LEE P. 510 Provident Bldg., Tacoma, Wash.	Lee P. Merrill (1) Marguerite Cousin (3)		Lee P. Merrill (6)
METROPOLITAN ADV. COMPANY *a-e.* 92 Liberty St., New York City* 462 East 3rd St., Los Angeles, Calif.	Harry D. Adair (1) V. F. Cirone (3)	L. A. Reis (4) L. P. Bienvenu (5)	Herman Sloane (6)
MEYERS COMPANY, INC., FRANK M. *a-e.* 811 Security National Tower, Battle Creek, Mich.	F. M. Meyers (1)		F. W. Meyers (6)
MIAMI ADVERTISING AGENCY, THE *a.* Louis Bldg., Dayton, Ohio			
MICHEL & STAFF, INC., A. EUGENE *e-f.* 132 West 31st St., New York City	E. F. Cohen (1) A. Homeyer (3)	E. F. Cohen (4) E. F. Rinn (5)	
MICKLE CO., JOSEPH R. 2042 Ritten House Square, Philadelphia, Pa.	J. R. Mickle (1)	Wm. F. Greenfield (5)	
MIDLAND ADVERTISING AGENCY *a-e-f.* 904 St. Paul Bldg., Cincinnati, Ohio			
MIDLAND ADVERTISING SERVICE. *f.* National Bank Bldg., Decatur, Ill.	(Miss) Adele M. Murphy (1)	I. E. Zimmerly (5)	
MIDWEST ADVERTISING AGENCY *a-e-f.* 315 West State St., Rockford, Ill.	W. A. Pitschke (1)		
MILLEN, INC., JAMES 6 Pleasant St., Malden, Mass.	James Millen (1)		
MILLER AGENCY CO., THE *a-e-f.* 2144 Madison Ave., Toledo, Ohio			
MILLER, INC., HARRY M. *a-e.* 22 East Gay St., Columbus, Ohio* Enquirer Bldg., Cincinnati, Ohio	H. M. Miller (1) C. M. Beecher (3)	Jack W. Miller (4) A. J. Martin (5)	A. W. Hedrick (6) R. W. Testement J. H. Warburton (Cincinnati) R. W. Fleming L. W. Gerding (7)
MILLER, JOHN THOMAS *a-e-f.* 71 West 35th St., New York City			
MILLER-JOHNSON, INC. 464 Pratt St., Meriden, Conn.	F. M. Johnson (1) C. Dickerman (3)	F. M. Johnson (4) H. Fitzgerald (5)	Miss B. Hills (6)
MILLER, ADVERTISING, M. GLEN 8 So. Michigan Ave., Chicago, Ill.	M. G. Miller (o) Robt. W. Ewing (3)	Franz Tascher (4)	
MILLER, ADV. & PUBLICITY, WALLACE A. 111 John St., New York City	W. A. Miller (1) C. Schneider (3)	Hans Kreis (5)	
MILLER, W. J. Room 209 Brotherhood Bldg., Harrisburg, Pa.	W. J. Miller (1)		W. J. Miller (6)
MILLS ADV. AGENCY, INC., RAY *e.* 4 Washington St., Auburn, Maine			
MILNE & COMPANY, INC. *a-e-h.* 714 Exchange Bldg., Seattle, Wash.	R. P. Milne (1) J. D. Milne (3)	J. K. Hefferman (4) J. K. Hefferman (5)	R. P. Milne (6)
MINDLIN ADV., DAVID B. *e* 21 West 10th St., Kansas City, Mo.			
MINER COMPANY, DAN B *a-e-f-h-j.* 1151 South Broadway, Los Angeles, Calif.	Dan B. Miner (1) John S. Doane (3)	H. W. Clark (4) John S. Doane (5)	F. W. Meyer (6)
MITCHELL ADV. AGENCY, INC. *a-e-f-h.* 303 Essex Building, Minneapolis, Minn.	J. H. Mitchell (1) Stanley Rye (3)	G. A. Murdock (4) Jos. Galush (5)	E. G. Dunn (6)
MITCHELL FAUST ADVERTISING CO. *a-e.* 230 North Michigan Ave., Chicago, Ill.	Paul E. Faust (1) C. S. Boynton (3)	C. S. Boynton (5)	C. J. Turner (6)
MITHOFF & WHITE *e-f.* 516 Martin Building, El Paso, Tex.	W. T. Mithoff (p) Dan T. White, Jr. Richard Mithoff (3)	B. E. Lewis (5)	G. F. Perry (6)
MOGGE, INC., ARTHUR R. *e-f-h.* 307 N. Michigan Ave., Chicago, Ill.* 1626 Arcade Bldg., St. Louis, Mo.	A. R. Mogge (1) E. J. Lund (3)	W. A. Weld (4) E. J. Lund (5)	Albert Swanson (6)
MOLL ADVERTISING, GEORGE. The Ninth Bank Bldg., Kensington and Allegheny Aves., Philadelphia, Pa.	George Moll (1) E. S. Allen (3)	W. G. Wooster (4) C. H. Steinbacher (5)	F. M. Purdy (6)
MONK AND ASSOCIATES, HOWARD H. *a-e-f.* 500 Brown Bldg., Rockford, Ill.	H. H. Monk (1) J. B. Pickering (3)	E. Lundquist (5)	H. H. Monk (7) Earl H. Kruse Geo. L. Koehn
MONROE ADVERTISING AGENCY. Western Union Building, Havana, Cuba	C. W. Monroe (o) (m)	Alvaro Valle (5)	Antonio Patino (6) A. Chevalier (7) John E. Corbin Roberto de la Terga R. Fontanillas
MONTROSE ROSENBERG COMPANY, THE 22 West 48th St., New York City	J. J. Rosenberg (1)		
MOON CO., INC., BYRON G. *a-e* 401 Broadway, New York City			
MOORE & HAMM, INC. 18 East 48th St., New York City	C. C. Moore (1) Ray. Lynch (3)	Foster Gilroy (4) H. Newman (5)	Dorothy Murray (6)
H. L. MOORE COMPANY, THE 1137 Statler Bldg., Boston, Mass.	H. L. Moore (1)	F. B. Monroe (5)	H. L. Moore (7) E. Whittemore
MOORE, ADVERTISING, IRENE 320-1-2 Indiana Pythian Bldg., Indianapolis, Ind.	Irene Moore (1) Irene Moore (3)	F. Reeve (4) Miller Sherman (5)	I. F. Reeve (6) A. Nixon
MOORE ADVERTISING AGENCY, INC., K. W. 234-35 Broad St., Bank Bldg., Trenton, N. J.	K. W. Moore (1) Leo A. Smith (3)		
MOORE, INC., RALPH *a-e* 208 North Broadway, St. Louis, Mo.	Ralph Moore (1) I. M. Waltrip (3)		I. M. Waltrip (6)
MOORE, SUSA P. 3510 West Michigan St., Indianapolis, Ind.	Susa P. Moore (1)		D. B. Barnett (6)
MORE & CO., C. CHURCH 117 West Ninth St., Los Angeles, Calif.	C. C. More (1)		C. C. More (6)
MOREHEAD, FREY & WHITMAN, INC. *f.* 101 West 31st St., New York City			
MORELAND CO., THE CHESTER C. *a-f.* 1104 Times-Star Tower, Cincinnati, Ohio	C. C. Moreland (1) L. C. Schurman (3)	Robt. H. Ames (4) Thos. H. Birch (5)	B. L. Schurman (6)
MORESALES ASSOCIATES, INC. 461 Eighth Ave., New York City	J. D. McGuire (1) Paul Delle (3)	J. D. McGuire (4) A. Burchardt (5)	J. D. McGuire (6)
MORGAN ADVERTISING COMPANY, THE *e.* Third & Diamond Sts., Mansfield, Ohio	J. C. Morgan (1) G. G. Cates (sec'y)	R. E. McCombs (4) H. J. Wagner (5)	J. C. Morgan (6) R. E. McCombs
MORGAN COMPANY, RAYMOND R *a* 6362 Hollywood Blvd., Hollywood, Calif.* Palmolive Bldg., Chicago, Ill.	R. R. Morgan (1) R. E. Messer (3)	J. J. McCleery (4) H. Wookey (5)	Ralph Ledder (6) Robert Temple L. W. Hobson
MORISON, FRANCIS R. Marshall Bldg., Public Square, Cleveland, Ohio	W. W. Morison (1)		
MORITZ COMPANY, R. A. *e.* 203 Kahl Bldg., Davenport, Iowa	R. A. Moritz (1)	Dick Fletcher (5)	R. A. Moritz (6) Hazel C. Hurley
MORRIS & CO., INC., H. C *f.* 420 Lexington Ave., New York City	H. C. Morris (1)		
MORRISON ADVERTISING AGENCY, INC. *ef* Varsity Bldg., 1324 West Wisconsin Ave., Milwaukee, Wis.	E. J. Morrison (1) Ben W. Heath (3)	Earl Seymour (4) H. O. Burns (5)	E. J. Morrison (6) G. L. Morrison
MORRISON, DONALD K. 55 East Washington St., Chicago, Ill.			
MORSAN & COMPANY, INC. *f.* 7 East 42nd St., New York City	H. Spiegelman (1) H. Spiegelman (3)		H. Spiegelman (6)
MORSE ADVERTISING, ARTHUR E. 414 Miller Bldg., Scranton, Pa.	A. E. Morse (1) A. E. Morse, Jr. (3)	A. E. Morse, Jr. (4)	
MORSE INTERNATIONAL, INC. 122 East 42nd St., New York City	Roy Head (1) W. P. Morrison (3)	Shaw Newton (4) J. P. Sawyer (5)	C. J. Balliett (6) R. M. Dubois
MOSER & COTINS, INC. *a-e-f.* 10 Hopper St., Utica, N. Y.* Graybar Bldg., New York City	T. E. Moser (1) L. B. Reigler (3) (Utica) L. E. Jemison (New York City)	A. M. Huntington (5) (Utica) H. P. Stoll (N.Y.C.)	Miss C. B. Welch (N.Y.C.) (6) Miss L. B. Mang (asst. sp. buyer) (Utica)
MOSES ADVERTISING SERVICE *a-e.* Munsey Bldg., Baltimore, Md.			
MOSHIER ADVERTISING AGENCY *e.* No. 1 Huntington Block, Fargo, N. D.			
MOSS ADVERTISING AGENCY. 808 Summit Ave., Greensboro, No. Car.	Edgar A. Moss (1)		Edgar A. Moss (6)
MOSS ASSOCIATES *e.* 415 Lexington Ave., New York City	J. H. Moskowitz (1) L. Herman (3)	Chas. Beckmann (4) Lewis Troupp (5)	Betty Math (6)
MOSS-CHASE COMPANY, THE *e.* 425 Franklin St., Buffalo, N. Y.	E. J. Felt (1) Mary M. Schuler (3)	E. J. Felt (4) Samuel E. Lapp (5)	E. J. Felt (6) Geo. A. Clauss Samuel E. Lapp
MOSS, INC., FARAON JAY 1462 No. Stanley Ave., Hollywood, Calif.	F. J. Moss (1) W. E. Weeks (3)	H. Barrett (4) J. D. Johnson (5)	W. E. Brennan (6)
MOULTON ADV. CO. *e.* 1610 Rhode Island Ave., N. W., Washington, D. C.			
MUENCH & CO., C. WENDEL *a-f.* 210 East Ohio St., Chicago, Ill.	C. W. Muench (1) Geo. Euwema (3)	Robt. Gingrich (4) Ernest E. King (5)	C. E. Forsberg (6)
MULLALLY ADV., P. J. 33 No. La Salle St., Chicago, Ill.	P. J. Mullally (1) Ruth Spivak (3)	P. J. Mullally (4) Max L. Deena (5)	Ruth Spivak (6)
MULLER & COMPANY, J. P. *a-e.* 19 West 44th St., New York City			
MULLICAN CO., C. N. *a-b-e.* 7th Floor Realty Bldg., Louisville, Ky.	C. N. Mullican (o) (1) C. N. Mullican (3)		C. N. Mullican (6) M. K. Stark
MUMM-ROMER-ROBBINS & PEARSON, INC. *a-e-f.*			
33 No. Grant Ave., Columbus, Ohio			
MUMMERT ADV. AGENCY, MAURICE. 220 So. Citrus Ave., Los Angeles, Calif.	M. M. Mummert (1)		
MURRAY ADV. AGENCY, INC., JOHN F. *a-e.* 41 East 42nd St., New York City			
MURRAY HILL ADVERTISING CO. 200 East 23rd St., New York City			
MURRILL COMPANY, THE. 383 Madison Ave., New York City	H. A. Murrill (1) A. M. Mallonee (3)	A. M. Mallonee (4) P. A. Loweree (5)	A. M. Mallonee (6)
MUTUAL SERVICE CORP. 580 Fifth Ave., New York City	A. R. Rule (1) F. A. FitzGerald (2) F. A. FitzGerald (3)	W. B. Rule (sec'y-treas.) J. J. Stockbridge (5)	
MYERS ADV. AGENCY, WILLARD G. *e* 30 Rockefeller Plaza, New York City	W. G. Myers (o) M. F. Fitzgerald (3)		C. G. Norton (7) D. W. Grimes V. M. McConnell
MYERSON AGENCY, IRVIN *e* 330 S. Wells St., Chicago, Ill.			

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
NACHMAN-RHODES, INC. *b.* Marion Bldg., Augusta, Ga.	H. Nachman (1) Jack Denove (3)		H. Nachman (6)
NAGEL & ASSOCIATES, GEO. C. 1627 Chemical Bldg., St. Louis, Mo.	Geo. C. Nagel (1)	G. C. Snyder (4) C. G. Brathauer (5)	Geo. C. Nagel (6)
NASH COMPANY, WESLEY K. *a-e-f.* 1003 Mart Bldg., St. Louis, Mo.	Wesley Nash (1) Olive Figge (3)	Phil Thompson (4) Roy Heintz (5)	
NATIONAL CLASSIFIED ADV. AGENCY. 705 Home Savings & Loan Bldg., Youngstown, Ohio	A. Buschagen (1) C. Lieberman (3)		A. Buschagen (6)
NATIONAL EXPORT ADV. SERVICE, INC. Chrysler Bldg., New York City	P. R. Kruming (1) T. W. Hughes (3)	T. W. Hughes (4) T. W. Hughes (5)	A. L. Beyes (6)
NEEDHAM & GROHMANN, INC. *a-h* 630 Fifth Ave., New York City	H. V. Grohmann (1) Samuel Boyd (3)	Ed. Wooding (4) H. Helson Kent (5)	K. Intemann (6)
NEEDHAM, LOUIS AND BRORBY, INC. *a-e-f-h.* 360 No. Michigan Ave., Chicago, Ill.* 231 W. Wisconsin Ave., Milwaukee, Wis. 1680 No. Vine St., Hollywood, Calif.	M. H. Needham (1) E. A. Miessler (3)	Wm. P. Bager (4) J. B. Breunig (5)	O. R. Stadelman (6)
NEISSER MEYERHOFF, INC. *a-e* 400 N. Michigan Ave., Chicago, Ill.*	A. E. Meyerhoff (1) L. F. Schenkenberg (3)	M. E. Chon (4) F. E. Cheeseman (5)	F. B. Avery (6)
NESBITT SERVICE CO., THE *a-e-f.* 1462 Hanna Bldg., Cleveland, Ohio	K. A. Nesbitt (1) D. E. Nesbitt (3)	M. Murphy (4) Paul Gebhart (5)	M. C. Nesbitt (6)
NEWBY, PERON AND FLITCROFT, INC. *a.* 222 W. Adams St., Chicago, Ill.	A. W. Newby (1) A. H. Peron (3)	A. H. Peron (4) S. M. Levine (5)	A. W. Newby (6)
NEWELL-EMMETT CO., INC. *a-e-h-f.* 40 East 34th St., New York City			
NEWHOFF ADV. AGENCY, THEODORE A. *a-f.* Calvert Bldg., Baltimore, Md.	T. A. Newhoff (1) H. Moore (3)		G. P. Forman (6)
NEWMAN, LOUIS D. 55 West 42nd St., New York City		Miss Olga Lewis (publicity)	
NEWMARK'S ADVERTISING AGENCY, INC. 217 7th Ave., New York, N. Y.	S. S. Zipser (1) Abe Chernok (3)	Jos. Golinko (5)	Jos. Bell (6)
NEWSPAPER BOYS OF AMERICA, INC. 421-23 Security Trust Bldg., Indianapolis, Ind.	C. E. Knepper (1)	Maurice Lipson (4)	
NEWSPAPER FEATURES OF TEXAS 240 West Bldg., Houston, Tex.	Alex Brandau (business mgr.) L. Grossmann (3)	H. W. Cronenberg (4) Frank Coffman (5)	Alex Brandau (6) Joe Bleakie
NIHART AGENCY *e* Middlebury, Ind.			
NOBLE, ADV., ALBERT SIDNEY *e* 17 East 42nd St., New York City	A. S. Noble (o)		
NOHR COMPANY, L. M. 100 Monroe St., Stevens Point, Wis.	L. M. Nohr (o) (1)		
NOKES ADVERTISING AGENCY, TOM 301 Central Ave., Johnstown, Pa.	Tom Nokes (1)	L. H. Henning (4) Wm. Gardner (5)	
NOLAN ADVERTISING SERVICE 17 East 42nd St., New York City			
NORTHROP COMPANY, R. D. 216 Tremont St., Boston, Mass.	R. D. Northrop (1) G. W. McGowan (3)	h. E. Morang (5)	
NORTHWESTERN ADV. AGENCY *a-e* 615 Orchard Parkway, Niagara Falls, N. Y.			

(Continued on page 174)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 173)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
NORTON ADVERTISING SERVICE *a-f* 615 Orchard Parkway, Niagara Falls, N. Y.	M. B. Norton (1) M. L. Norton (3)		M. B. Norton (6)
NOURSE CO., ROBERT L. *e* 1320 Los Angeles St., Los Angeles, Calif.			
NOYES & SPROUL, INC 155 East 44th St., New York City	A. E. Sproul, Jr. (1) Dorothy Noyes (2)		
NOYES ADVERTISING AGENCY, EARL C. 129 State St., Rutland, Vt.	Earl C. Noyes (1)	Alfred S. Hope (4) Helena Putman (5)	F. S. Webster (6) G. M. Miller F. S. Webster (7) G. M. Miller
NURSEYMAN'S ADV. SERVICE *e* Main St., Dansville, N. Y.			

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
O'BRIEN, ADVERTISING AGENCY, W. W. 80 East Ave., Bldg., Rochester, N. Y.	W. W. O'Brien (1) R. G. Beachner (3)	Freda Schramm (5)	
O'CALLAGHAN ADV. AGENCY, INC. *a-b-e-f* 904 U. P. Bank Bldg., Memphis, Tenn.	C. P. O'Callaghan (1) Getz Crenshaw (3)	John Hughes (4) Jep Ward (5)	Getz Crenshaw (6) C. R. Powell John Hughes
O'CONNELL COMPANY, R. T. 122 East 42nd St., New York City	R. T. O'Connel (1) H. Harden (3)		R. T. O'Connell (6) M. Surface
O'DEA, SHELDON & CANADAY, INC. *a-e-h* 400 Madison Ave., New York City* First National Bank Bldg., Baltimore, Md.	Mark O'Dea (1) D. T. Caffrey (3)	E. A. Roberts (5)	Catherine Wohlpart (6)
ODLIN COMPANY, INC., JOHN W. *e f* 44 Portland St., Worcester, Mass.	John W. Odlin (1) John W. Odlin (3)	Rita C. Devlin (4)	Ruth G. Marsh (6)
ODOM ADVERTISING AGENCY 2345 Maplewood Ave., Winston-Salem, N. C.	H. Tracy Odom (1) H. Tracy Odom (3)	H. Tracy Odom (4) H. Tracy Odom (5)	H. Tracy Odom (6)
O'FALLON ADV. COMPANY *e* 813 Burwell Bldg., Knoxville, Tenn.	Milton Levy (3)		
OGDEN ADVERTISING 1526 Evanston Ave., Kalamazoo, Mich.	M. D. Ogden (1)		
OGLESBY, CATHERINE 323 East 34th St., New York City	Catharine Oglesby (1)		
OHIO ADV. AGENCY *e-f* 408 Newman-Stern Bldg., Cleveland, Ohio			
O'KEEFE ADV. AGENCY, INC., P. F. *a-e* 45 Bromfield St., Boston, Mass.	M. A. Sampson (1) W. C. Sampson (treas.)		W. C. Sampson (6)
OLLENDORF ADVERTISING, C. J. *e* 228 N. La Salle St., Chicago, Ill.	C. J. Ollendorf (1) E. M. Ollendorf (3)		
OLMSTED-HEWITT, INC., *a-e-f* 1200 second Ave., South, Minneapolis, Minn.	W. H. Olmsted (1) John T. Foley (3)	Gordon Daline (4) H. R. Kinsell (5)	John T. Foley (6)
O'MALLEY ADVERTISING & SELLING CO. *a-e* 44 School St., Boston, Mass.	C. J. O'Malley (1) C. D. O'Malley (3)	B. L. Howe (5)	L. J. O'Malley (6)
ORLANDO ADVERTISING COMPANY Church & Main Bldg., Orlando, Fla.	F. A. French (1) F. A. French (3)	F. A. French (4) F. A. French (5)	F. A. French (6)
OSTERHOUDT ADV. AGENCY, BURTON A. 1002 State Bank Bldg., Albany, N. Y.	B. A. Osterhoudt (o)		
OSTRANDER ADVERTISING, RUSSELL P. *e-f* 443 So. San Pedro St., Los Angeles, Calif.	R. P. Ostrander (1) E. U. Knight, Jr. (3)	R. P. Ostrander (4) E. U. Knight, Jr. (5)	W. D. Beswick (6)
OSWALD ADVERTISING AGENCY, INC. *a-e-h* 1600 Arch St., Philadelphia, Pa.	C. A. Oswald (1) Robt. E. Kulp (3)	W. M. Ecoff (4) W. M. Ecoff (5)	Earl W. James (6) C. A. Oswald W. M. Ecoff Tracy M. Purse
OUTDOOR ADVERTISING INCORPORATED. 60 East 42nd St., New York City 400 No. Michigan Ave., Chicago, Ill. 701 Rhodes-Haverty Bldg., Atlanta, Ga. 1617 Court Square Bldg., Baltimore, Md. 913 Statler Bldg., Boston, Mass. 1799 Union Commerce Bldg., Cleveland, Ohio 7-241 Gen. Motors Bldg., Detroit, Mich. 504 Second National Bank Bldg., Houston, Tex 412 West 6th St., Los Angeles, Calif. 1616 Walnut St., Philadelphia, Pa. 1607 Continental Bldg., St. Louis, Mo. 2616 Shell Bldg., San Francisco, Cal.	K. H. Fulton (1) C. D. McCormick (3)	Mark Seelen (5)	
OYLER, ADVERTISING, WESTON 1105 Commonwealth Ave., Boston, Mass.			

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
PACIFIC ADVERTISING SERVICE 1220 Maple Ave., Los Angeles, Calif.	J. L. Pittenger (o)	James Marsh (5)	J. L. Pittenger (6)
PACIFIC ADVERTISING STAFF 414 Thirteenth St., Oakland, Calif.			
PACIFIC NATIONAL ADV. AGENCY *a-e-h* 605 Union St., Seattle, Wash.* Fenton Bldg., Portland, Ore. Rust Bldg., Tacoma, Wash.	W. H. Horsley (1) H. S. Pearson (3)	H. O. Stone (4) H. S. Pearson (5) (Seattle) Pere Crowell (Portland)	G. M. Nyman (6) (Seattle) Ruth Simmons (Portland) J. B. Goff (Tacoma)
PALANDECH SPECIAL AGENCY, JOHN R. 536 So. Clark St., Chicago, Ill.	J. R. Palandech (1) M. M. Riordan (3)	L. Palandech (4)	J. R. Palandech (6)
PARIS & PEART *a-e-f* 370 Lexington Ave., New York City	A. G. Peart (p) J. H. Rehm A. A. Bindrim (3)	Hugo Parton (4) Hallas Kenyon (5)	F. Pamentel (6)
PARISH ASSOCIATES, CHESTER *e* 41 Park Row., New York City			
PARK CITY ADVERTISING AGENCY, INC. 252 Middle St., Bridgeport, Conn.	W. L. Hollander (1) Reuel J. Orton (3)	W. P. Lewis (4) H. J. Whitehead (5)	Otis P. Lewis (6)
PARKER ADV. CO., THE *e-f* 11 West Monumen Bldg., Dayton, Ohio	F. J. Parker (1) B. C. Crider (3)	F. J. Parker (4) B. C. Crider (5)	F. J. Parker (6)
PARKSIDE ADVERTISING COMPANY 2801 Hunting Park Ave., Philadelphia, Pa.	R. B. Knight (m)		
PARRISH & CO., INC., AMOS *a-e-f* 500 Fifth Ave., New York City	Amos Parrish (1) D. T. Levine (3)	J. H. Pickering (5)	David T. Levine (6)
PALRY, INC., TOM JONES 807 Hoge Bldg., Seattle, Wash	T. Jones Parry (1)		
PARSONS, DORR AND HUME AGENCY *b* 605 Lincoln Road Bldg., Miami, Fla.			
PAULSON ASSOCIATES, B. J. *e* 623 N. Second St., Milwaukee, Wis.	B. J. Paulson (o) (1) R. A. Franke (3)	B. J. Paulson (4) Pete Keck (5)	B. J. Paulson (7) A. J. Gerlach E. J. Schickel H. H. Sinako, Pete Keck
PAXSON ADVERTISING 607-8 Fidelity Bldg., Benton Harbor, Mich.	H. H. Paxson (1) K. L. Johnson (3)	R. K. Paxson (4) Ted T. Shierk (5)	H. H. Paxson (6) K. L. Johnson
PAYNE ADV. AGENCY *e* Smith-Young Tower, San Antonio, Tex.			
PAYNE ADV. ORGANIZATION, HANCOCK *a-e* Public Ledger Bldg., Philadelphia, Pa.	W. H. Payne (1) C. D. Ledyard (3)	W. H. Payne (4) C. D. Ledyard (5)	A. E. Story, Jr. (6)
PEARSALL, W. MONTAGUE *a-e* 30 Vesey St., New York City			
PECK ADVERTISING AGENCY, INC. *a-e-f* 444 Madison Ave., New York City	Harry Peck (1) Arthur Gache (3)	W. Schwartz (4) Alex. Weisz (5)	A. L. Lieberman (6) (Media) A. L. Moss (Spot Radio Time)
PEDLAR & RYAN, INC. *a-h* 250 Park Ave., New York City	T. L. L. Ryan (1) L. L. Shenfield (2) F. J. Doherty John Quinn (3)	Frank Doherty (4) Burt Stevens (5)	A. M. Lewis (6) William Steers E. C. Bradley (7) J. P. Hardis D. K. Clifford F. Clisbee A. E. McElfresh Joel F. Jacobs F. K. Beirn John V. Brew, Ralph Album
PENINSULAR ADVERTISING SERVICE 251 Marshall Ave., Lansing, Mich.	M. B. Loomis (1)	L. D. Wheeler (assoc. art dir.)	
PENMAN-NEIL ADVERTISING AGENCY 2603 Third Ave., Seattle, Wash.	Joe R. Neil (o)		
PERRIN-PAUS COMPANY *a-e-f* 8 So. Michigan Ave., Chicago, Ill.	Earl R. Perrin (1) Miss M. B. Tagney (3)	D. L. Paus (4) D. L. Paus (5)	
PERRY ADVERTISING ORGANIZATION 218 E. Water St., Baltimore, Md.	Allen J. Perry (o) Melvin V. Ross (3)	H. Perry (4) Ray Gordon (5)	Allen J. Perry (6) Melvin V. Ross
PERRY-BROWN, INC. 15 East Eighth St., Cincinnati, Ohio	Paul S. Perry (1) Sidney R. Best (3)	Paul S. Perry (4) Theodore Brown (5)	Paul S. Perry (6) Theodore Brown Sidney R. Best
PETERSON & KEMPNER, INC. *f* 421 Seventh Ave., New York City	W. E. Peterson (1) Frances Balsam (3)	R. N. Peterson (4) N. R. Braley (5)	W. E. Peterson (6) H. Kempner
PETTINGELL AND FENTON, INC. *a-f* 673 Fifth Ave., New York City			
PETTINGER-LA GRANGE, INC. *e-f* 711 Murphy Bldg., Indianapolis, Ind.	C. J. Pettinger (1) Bergen LaGrange (sec'y-treas.) Newton Buser (3)	Jack Ross (5)	Leonard Welsh (6)
PFLAUM ASSOCIATES, STANLEY *a-e-f* 737 No. Michigan Ave., Chicago, Ill.	S. F. Pflaum (o) J. A. Munfield (3)	W. B. Booth (4) W. C. Wolf (5)	W. B. Wolf (6)
PHELPS-ENGEL-PHELPS, INC. *a-e* 919 No. Michigan Ave., Chicago, Ill.	F. L. Engel, Sr. (1) F. Engel, Sr. (3)	James Bornes (4) James Bornes (5)	Ann Lindgren (6)
PHIBBS ADVERTISING CO., HARRY C. *e* 43 East Ohio St., Chicago, Ill.	H. C. Phibbs (1) Z. Reeves (3)	A. P. O'Callaghan (4) J. F. Fleming Z. Reeves (5)	T. J. Ditchfield (6) B. Phibbs
PHILIPPINES AGENCY SERVICE CO. 33 West 42nd St., New York City TVT Bldg., Manila, P. I.	L. H. Thibault (1)		L. H. Thibault (6) Francisco Velasco
PHILLIPS' COMPANY, A. P. *a-b-e* 24 West Pine St., Orlando, Fla.	A. P. Phillips, Jr. (1) Herbert Byrd (3)	A. P. Phillips, Jr. (4) C. Hornbeck (5)	S. E. Clark (6)
PHOENIX ADVERTISING AGENCY 6 East 45th St., New York City	D. Friedman (1) Ashley Martella (3)	L. Ingraham (4) Ashley Martella (5)	
PICARD ADVERTISING, INC. *a-e-f* 250 West 57th St., New York City	R. A. Picard (1) J. F. MacEvoy (3)	F. L. Keller (4) Sydney Leff (5)	F. D. Lennon (6)
PICKERING ADV. AGENCY, HAROLD W. 310 Templeton Bldg., Salt Lake City, Utah	H. W. Pickering (o)		
PIERCE ADV. AGENCY, THE *e* 1019 First Ave., N., Fargo, N. D.	R. W. Keller (1) E. A. Green (3)		E. A. Green (6)
PINCHOT, ADVERTISING, DAVE 600 So. Michigan Ave., Chicago, Ill.	Dave Pinchot (1) J. N. Wolfert (3)	Frank Marion (5)	Dave Pinchot (6)
PINSKER, ADVERTISING, CASPER 150 Nassau St., New York City	Casper Pinsker (1) C. Pinsker, Jr. (3)		Matilda Reimer (6)
PITLUK ADVERTISING CO. *a-b-e-f* 2200 Alamo National Bldg., San Antonio, Texas	Jack N. Pitluk (1) N. D. Schwerke (3)	C. R. Cusick (4) Gus J. Wild (5)	C. R. Cusick (6) Fred Allen O. Redd
PITT COMPANY, STEDDIFORD *f* 153 Court St., New Haven, Conn.			
PLATT-FORBES, INC. *a-e-f* 386 Fourth Ave., New York City	W. A. Forbes (1) George Kraus (3)	Max Jaediker (5)	George Kraus (6)
POKRASS, ADVERTISING, MARTIN A 310 So. Michigan Ave., Chicago, Ill.	M. A. Pokrass (o) M. A. Pokrass (3)	Alice Hoover (4) Joseph Buchegger	
POLLOCK, INC. JULIAN G. *a* 1717 Sansom St., Philadelphia, Pa.	J. G. Pollock (1) S. Schrieber (3)	Mort Rovins (4) William Loos (5)	J. G. Pollock (6) Mort Rovins
POTTS AND COMPANY, R. J. *a-e-j* 101 West 11th St., Kansas City, Mo.	R. J. Potts (1) Charles Wilson (3)	D. E. Lathrop (5)	J. B. Woodbury (6) Jerry McKee E. A. Warner F. F. B. Houston R. J. Potts W. B. Hill Ross Wallace
POTTS-TURNBULL COMPANY, THE *a-e* 912 Baltimore Ave., Kansas City, Mo.	W. J. Krebs (1) D. E. Dexter (3)	D. E. Dexter (4) Homer Victor (5)	B. G. Wasser (6)
POWER CO., INC., EDWARD M. *a-e* Oliver Bldg., Pittsburgh, Pa.			
POWER ADV. AGENCY, RALPH L. 407 Van Nuys Bldg., Los Angeles, Calif.	M. M. Peterman (3)		
POWERS COMPANY, JOHN O. *a-e-f-h* 220 East 42nd St., New York City	H. J. Schwacke (1) R. W. Powers (3)	J. D. Quackenbush (5)	R. W. Powers (6)
PRELLE COMPANY, THE F. W. 983 Main St., Hartford, Conn.	F. W. Prelle (1) Ida Friedman (3)	Philip F. Frank (4) R. F. Littlehale (5)	L. R. Schoenfeld (media buyer) F. W. Prelle (7) Philip F. Frank L. R. Schoenfeld
PRESBA, FELLERS & PRESBA *a-e-f* 360 No. Michigan Ave., Chicago, Ill.	B. S. Presba (1) Will B. Presba (3)	W. B. Swann (4) Mark M. Smith (5)	V. N. Rinnman (6)
PRICE ADVERTISING AGENCY 422 Main St., Malden, Mass.	H. F. Price (1)	H. F. Price (4) F. J. Mulholland (5)	
PRICE CO., HENRY F. Riverside, Conn.	Henry F. Price (1) Henry F. Price (3)	Henry F. Price (4) Henry F. Price (5)	Henry F. Price (6)
PROCTOR CO., INC., J. G. 250 Park Ave., New York, N. Y.	J. G. Proctor (1) Chas. Salerno (3)	J. G. Proctor (4) M. S. Proctor (5)	John Muller (6)
PRODUCTIVE ADVERTISING AGENCY 6127 So. Western Ave., Los Angeles, Calif.	W. H. Reuter (m)		
PROSSER ADVERTISING AGENCY, RICHARD 1402 De Young Bldg., San Francisco, Calif.	R. Prosser (o) Richard Prosser (3)	Richard Prosser (4) K. Prosser (5)	L. Haskevitch (6)
PROVOL COMPANY, GEO. J. *e* 737 No. Michigan Ave., Chicago, Ill.	G. J. Provol (1) Jack F. Provol (3)	Nicholas Moore (4) Peter Austin (5)	L. H. Kerber (6)
PRUDENTIAL ADVERTISING AGENCY *f* 1619 Broadway, New York City			
PUBLICIDAD INTER-AMERICANA Manzana de Comes No. 440, Havana, Cuba Edificio Bazar Americana, C. A. (Oficina 16) Torre a Madrices No. 17, Caracas, Venezuela	K. D. Campbell (gm) (Havana) Miguel A. Sordo (dir.) (Havana) J. P. Malvido (dir.) (Caracas)		
PUERNER, DAVID M. 709 North Broadway, Milwaukee, Wis.		Elmer Krohn (5)	
PURSE COMPANY, THE *b-f* 435 Chestnut St., Chattanooga, Tenn.* 38 Newbury St., Boston, Mass. 327 So. La Salle St., Chicago, Ill. 725 So. Orange Drive, Los Angeles, Calif.	Robt. Purse, Jr. (1) W. M. Bevan (3)	Spencer Clinton (4) Emmett Condon (5)	F. H. Seymour (6)

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
QUEEN ADV.-MERCHANDISING, JOHN W. *a-e* 5 Park Square, Boston, Mass.* Falmouth Hotel, Portland, Maine	J. W. Queen (1)		A. E. Potter (6)

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
RADIO ADVERTISING COMPANY, THE Brisbane Bldg., Buffalo, N. Y.	R. P. Mendelson (m) Anajeanne Brady (3)		
RAMSAY ORGANIZATION, INC., ROBERT E. 330 West 42nd St., New York City	R. E. Ramsay (1) A. G. Montagne (3)		C. F. Wood (6)
RAMSEY CO., THE L. W. *a-e-f* 430 Union Bank Bldg., Davenport, Iowa 230 N. Michigan Ave., Chicago, Ill.	L. W. Ramsey (1) Al Walgren (3)	W. J. Henderson (4) Paul Norton (5)	E. Burmeister (6)
RANDALL COMPANY, THE 75 Pearl St., Hartford, Conn.* 6 East 45th St., New York City	Wilbur Randall (1) Robt. Dorfman (2) H. S. Birkby Josef Baum (3)		Wilbur Randall (6) Robt. Dorfman
RANDALL COMPANY, THE FRED M. *a-e* 3315 Book Tower, Detroit, Mich.	R. G. Harris (1) R. M. Hudson (3)	R. D. Hughes (4) W. D. Thackeray (5)	C. E. Foerster (6)
RANKIN CO., INC., WM. H. *a-e* 9 Rockefeller Plaza, New York City			
RATCLIFFE ADVERTISING AGENCY *a-b-e-f* 607 Southland Life Bldg., Dallas, Tex.	M. K. Ratcliffe (o) D. P. Neal (3)	G. D. Nash (4)	

(Continued on page 175)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 174*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
RAVETT ADVERTISING AGENCY *a-f* 1819 Broadway, New York City	Chas. Ravett (1) Jos. Dillon (3)		Walter Fenton (6)
RAWSON & ASSOCIATES, CHARLES A. *b-e-f* Commercial Exchange Bldg., Atlanta, Ga.* P. O. Box 190, Butler, Pa. P. O. Box 690, (affiliate, not a branch) Charleston, S. C.	C. A. Rawson (1) Frank P. Bell (3)	A. Williams (4) Geo. A. Smith (5)	Warren Blackmon (Atlanta) (6) Creighton Perry (Butler)
RAY ADVERTISING AGENCY, HOWARD 320 West Ninth St., Los Angeles, Calif.	Howard Ray (1)	Kathryn Collison (4) Margaret Eggleston (5)	H. Wendland (6) Howard Ray
RAYMOND CO., THE L. 1151 South Broadway, Los Angeles, Calif.	L. Raymond (o) Leo E. Coutt (3)	L. Raymond (4) I. O. Witte (5)	Leo E. Coutt (6)
REACH CO., CHARLES DALLAS *a-e-f-h* 58 Park Place, Newark, N. J.* Onandage County Svgs. Bk. Bldg., Syracuse, N. Y.	C. D. Reach (1) C. R. Holmberg (3)	F. R. Rinley (4) E. Sahrbeck (5)	R. N. Gulick (6)
REAL SERVICE ADV. AGCY., INC. *e* 110 West 34th St., New York City	Jack Hanft (1) Jack Elkins (3)	Jack Elkins (4) R. Brunell (5)	Jack Elkins (6)
REASS ADVERTISING COMPANY 804 Market St., Wheeling, W. Va.	Jos. H. Reass (1) Jos. L. Reass (3)		Jos. L. Reass (6)
REAST ADV., FRED M. *e-f* 10 East 43rd St., New York City			
REAVES ADVERTISING AGENCY, R. Y. *a-e-f* Insurance Exchange Bldg., Denver, Colo.			
REDFIELD-JOHNSTONE, INC. *a-e-f* 247 Park Ave., New York City	E. F. Johnstone (1) J. R. McCarthy (3)	S. R. DuBrowin (4) J. J. Pastarnack (5)	B. L. Rottenberg (mag. & newspapers) (6) N. S. Livingston (radio)
REDMOND COMPANY, THE *a-e-f* 38 Newbury St., Boston, Mass.			
REESE, PUBLIC RELATIONS, ROMULUS 1625 College St., Columbia, S. C.	Romulus Reese (1)		
REEVES ADVERTISING, INC., KNOX *a-e* 600 First Natl. Bank Bldg., Minneapolis, Minn.	E. E. Sylvestre (1) Mary Gale (3)	J. H. Sarles (4) W. C. Schneider (5)	C. L. Wenzel (6)
REIBEL ADVERTISING, BERTRAM 823 So. Wabash Ave., Chicago, Ill.			
REICHNER & CO., INC., MORGAN *e-f-h* 400 Madison Ave., New York City	M. S. A. Reichner (1) H. A. Bowman (3)	M. S. A. Reichner (4) H. A. Bowman (5)	G. J. Arkedis (6)
REIMERS CO., INC., CARL 206 Madison Ave., New York City	Carl Reimers (1) Audrey Vogel (3)	W. Fairchild (5)	Carl Reimers (6)
REINCKE-ELLIS-YOUNGGREEN & FINN, INC., *a-e-f* 520 No. Michigan Ave., Chicago, Ill.	A. B. Reincke (1) B. C. O'Brien (3)	W. Meyer (4) C. N. Johnson (5)	J. F. Brown (6)
REINHARDT ADV. AGENCY, EMIL *a-e* 324 13th St., Oakland, Calif.	E. Reinhardt (o) L. Mathews (3)	Dave Lane (4) Robt. Shelton (5)	Mildred McMahon (6)
REISS ADVERTISING, INC. *a-e-f* 30 Rockefeller Plaza, New York City	Jos. Reiss (1) Alfred Roffman (3)	Robert Burns (4) A. Bogarad (5)	Murray Sokol (6)
REMINGTON ADVERTISING CORP., E. P. 1280 Main St., Buffalo, N. Y.	M. W. Landon (1) K. McClure (3)	D. J. De Munn (4) D. J. De Munn (5)	M. W. Landon (6)
REMINGTON, INC., WM. B. *a-e-f-h* 196 Worthington St., Springfield, Mass.	Wm. B. Remington (1) E. R. Stout (o-m).	L. E. Stout (3) F. T. Yates (Copy Dept.) S. H. Nelson (5)	T. L. Hunt (6)
REMSEN ADVERTISING AGENCY, INC. *e-f* 246 Meadow St., New Haven, Conn.* 301 John St., Bridgeport, Conn. 197 Asylum St., Hartford, Conn.	J. R. Demarest (1) W. H. Blake (3)	W. B. Crocker (5)	J. H. Adams (6) R. A. Peck R. E. Baird
REYNOLDS, MILO C. 100 Church St., Burlington, Vt.			
RHODES ADV. AGENCY, HOMER H. 2205 Cedar St., Alhambra, Calif.			
RHODES & ASSOCIATES, JAMES R. 200 First Ave. East, Newton, Iowa	Jas. R. Rhodes (1) L. O. Brewer (3)		L. O. Brewer (6)
RHOADES & COMPANY, RUFUS de Young Bldg., San Francisco, Calif.	R. Rhoades (1)		
RICHEY & RICE, INC. *b-e-f* 970 So. 3rd St., Louisville, Ky.	R. F. Richey (1) L. Kuykindall (3)	W. H. Wooten (4) R. F. Richey (5)	W. F. Rice (6)
RICHMOND ADVERTISING SERVICE 26 Court St., Brooklyn, N. Y.	L. E. Reinhold (1)		L. E. Reinhold (6)
RICKARD ADV. AGENCY, INC., THE Broad St., Bank Bldg., Trenton, N. J.	G. A. Rickard (1)		G. A. Rickard (6) M. E. Rickard (radio)
RICKARD & COMPANY, INC. *f* 330 West 42nd St., New York City			
RICKERD, INC., C. E. *e* 550 Maccabees Bldg., Detroit, Mich.	C. E. Rickerd (1) K. L. Wright (3)	R. Cressy (5)	K. L. Wright (6) J. Welker, C. E. Rickerd
RIDGWAY COMPANY, INC., THE *e-f* 1901 Locust St., St. Louis, Mo.	N. Lewis (1) A. Maescher, Jr. (3)	M. E. Tobias (4) Geo. L. Shultz (5)	A. Maescher, Jr. (6) N. Lewis
RIEBEL ADVERTISING AGENCY 151 S. Fifth St., Louisville, Ky.	R. C. Riebel (1) B. M. Connor (3)	C. Buetenbach (5)	A. F. Brosky (7)
RIESELBACH ADVERTISING AGCY., ALLEN *a* 828 No. Broadway, Milwaukee, Wis.			
RINGER, ADVERTISING, LEE *f-k* 3923 West 6th St., Los Angeles, Calif.	Lee Ringer (o) C. Wickstrom (3)	Lee Ringer (4) Ernest Turner (5)	Lee Ringer (6)
RITCHIE-SAFFORD, INC. 926 Electric Bldg., Houston, Tex.	D. G. Ritchie (1) H. R. Safford, Jr. (2)	Harris Goode (5)	H. R. Safford, Jr. (6)
RITTER CO., INC., THE PHILIP *a-e-h* 511 Fifth Ave., New York City	P. Ritter (chmn) Thos. Parker (3)	P. Ritter, Jr. (4) Thos. Parker (5)	Geo. M. Mason (6)
ROBB & ASSOCIATES, RICHARD T. 28 E. Jackson Blvd., Chicago, Ill.	R. T. Robb (1) E. Nelson (3)	D. A. Suess (4) N. P. Gardner (5)	R. T. Robb (6)
ROBBINS CO., FRED A. *a-e-f-h* 360 N. Michigan Ave., Chicago, Ill.	F. A. Robbins (o) V. M. Volino (3)		V. M. Volino (6)
ROBERTS & MacAVINCHE *a-e* 30 North Dearborn St., Chicago, Ill.	A. J. MacAvinche (o)		F. Beard (6)
ROBERTS AND REIMERS, INC. *a-e* 551 Fifth Ave., New York City	M. H. Roberts (1) Paul Tomko (3)	Leon Kelley (4) A. Melvin (5)	R. P. Reimers (6)
ROBERTS, S. E. *f* 927 Public Ledger Bldg., Philadelphia, Pa.			
ROBERTSON, ADVERTISING *e* 721 U. S. National Bldg., Denver, Colo.	M. G. Robertson (1) M. G. Robertson (3)	Mary A. Robertson (4) M. G. Robertson (5)	M. G. Robertson (6) Mary A. Robertson
ROBINSON ADV. AGENCY, ELWOOD J. *a-f* 541 So. Spring St., Los Angeles, Calif.* 401 Kohl Bldg., San Francisco, Calif.	E. J. Robinson (1) W. Neely (3)	M. A. Jensen (4) W. Neely (5)	H. M. Bennett (6) Mary Jane Parkison
ROBOTHAM & COMPANY, EDWARD W. *f* 74 Union Place., Hartford, Conn.	E. W. Robotham (executive p) W. S. Robotham (3)	E. W. Robotham (4) E. W. Robotham (5)	E. W. Robotham (6) D. B. Peck
ROCHE, WILLIAMS & CUNNYNGHAM, INC. *a-e* 310 So. Michigan Ave., Chicago, Ill.* 1500 Chestnut St., Philadelphia, Penn.	J. P. Roche (1) Rbt. H. Stracke (3)	J. P. Roche (4) W. H. Savin (5) G. S. Lyman	F. H. Hakewill (6) B. F. Abeling N. J. Cavanagh
RODEN, INC., LINCOLN *e* 1428 Lewis Tower, Philadelphia, Pa.	L. Roden (1) Pauline B. Peters (3)		
ROEDING & ARNOLD, INC. *a-e-f* 369 Lexington Ave., New York City	F. F. Roeding (1) F. D. Friedland (3)	F. F. Roeding (5)	W. A. Charters (6) J. B. Rundle M. M. Fisher F. J. Frontera T. W. Ferrow
ROGERS, ADVERTISING, E. C. 80 E. Ave., Rochester, N. Y.	E. C. Rogers (o) R. Beachner (3)	Freda Schramm (5)	W. W. O'Brien (6) R. Beachner
ROGERS-GANO ADVERTISING AGENCY 1305 Prairie, Houston, Tex.			
ROGERS, GANO & GIBBONS, INC. *e-f* 75 E. Wacker Drive, Chicago, Ill. 628 Natl. Bank of Tulsa Bldg., Tulsa, Okla.	R. C. Gano (1) Victor Shenk (3)	Floyd Gates (5)	J. C. Bachrodt (6) T. J. O'Kane R. B. Newell R. C. Gano J. B. Gibbons
ROGERS & SMITH, ADV. AGCY. *a-e-f* 20 No. Wacker Drive, Chicago, Ill.* Wholesale Merchants Bldg. (Service Affiliate), Dallas, Tex.	W. E. Smith (1)		W. E. Smith (7) R. H. Reynolds G. C. Huppertz Roland R. Blair Harry Nathan A. P. Jennings
ROLAND ADVERTISING CO. 1619 Broadway, New York City	Jack Roland (o) Lew Bodee (3)	M. E. Lipton (4) George Reiner (5)	Ruth Sunshine (6)
ROMER ADVERTISING SERVICE *a-e-f* Woodward Bldg., Washington, D. C.			
ROOT-MANDABACH ADVERTISING AGCY. *e* 646 North Michigan Ave., Chicago, Ill.	Perrin B. Rott (m-d) P. J. Mandabach Perrin B. Root (3) P. J. Mandabach	G. A. Ernest (5)	Perrin B. Root (6) P. J. Mandabach
ROSE-MARTIN, INC. *a-e-f* 21 West 46th St., New York City			
ROSENBERG & CO., ARTHUR *a-e* 570 7th Ave., New York City	A. Rosenberg (1) H. Fleischman (3)	H. J. Cowan (4) Murray Kahn (5)	
ROSENBLOOM ADV., IRVING J. *e* 400 N. Michigan Ave., Chicago, Ill.			
ROSETTE & HARTWIG, INC. 122 East 42nd St., New York City	G. A. Rosette (1) Edis J. Finch (3)	G. H. Martel (5)	Ellis J. Finch (6)
ROSEVEAR ADVERTISING AGENCY, INC. *a* Guarantee Trust Bldg., Atlantic City, N. J.	C. W. Rosevear (1)		C. W. Rosevear (6)
ROSS ADVERTISING, INC. *a-e* 505 Standard Bldg., Fort Wayne, Ind.	S. A. Ross (1) W. J. La Croix (3)	Geo. Gawehn (5)	
ROSS-GOULD COMPANY *a-e* 309 North Tenth St., St. Louis, Mo.	H. O. Ross (1) W. K. Eckles (3)	Harry Meyer (4) H. M. Ross (5)	Harry Meyer (6)
ROSSI & HIRSHSON *f* 106 Middle St., New Bedford, Mass.	Wm. N. Rossi (1) G. W. Hirshson (3)		M. F. Smith (6)
ROTH, SCHENKER & BERNHARD, INC. *a-e* 737 No. Michigan Ave., Chicago, Ill.	S. M. Roth (1) Harry Gamson (3)	B. W. Schenker (4)	A. C. Coleman (6)
ROWLAND ADVERTISING CO., INC. 570 Lexington Ave., New York City	M. W. Colwell (1) Ed. F. Korbel (2) Sylvia Forbish (3)		Catherine E. McHugh (6)
ROY, INC., ROSS *a-e* 2751 S. Jefferson Ave., Detroit, Mich.			
ROZENE ADVERTISING COMPANY 59 Cannon St., Bridgeport, Conn.	Jack Rozene (o) Leon Rozene (3)	H. Gochros (4) A. Lucony (5)	J. J. Rozene (6)
RUMRILL & COMPANY, CHARLES L. *f* 364 East Ave., Rochester, N. Y.	C. L. Rumrill (1) G. D. Foss (3)	G. G. Walington (4) J. E. Porter (5)	C. L. Rumrill (6) E. A. Rogers
RUSSELL, INC., ROBERT C. *e* 510 Plymouth Ave., Schenectady, N. Y.	R. C. Russell (1) R. C. Russell (3)		R. C. Russell (6)
RUSSELL & CO., WILL 500 Sansome St., San Francisco, Calif.	Will Russell (1) Edward Owens (3)	Edward Owens (5)	Will Russell (6) Laurence B. Cook (radio)
RUTHRAUFF & RYAN, INC. *a-e-f-h* 405 Lexington Ave., New York City 360 No. Michigan Ave., Chicago, Ill. 812 Olive St., St. Louis, Mo. 7430 Second Bldg., Detroit, Mich. 1680 No. Vine St., Hollywood, Calif. 235 Montgomery St., San Francisco, Calif. 1216 Third Ave., Seattle, Wash.	F. B. Ryan (1) H. M. Goldberg (3)	E. J. Grady (4) G. C. Keegan J. F. Reichert Hugh Ryan (5) E. Mulholland	Ted Fisher (6) W. G. Smith D. W. Gordon
RYAN, LEWIS EDWIN *a-e-f* 726 Jackson Place, Washington, D. C.	L. E. Ryan (o) Jos. Frazer (3)	M. A. Glascock (4) J. R. Corry (5)	
RYDER & INGRAM, LTD. *e* 337 17th St., Oakland, Calif.	Ross H. Ryder (1) Robt. L. Ingram (2) Beatrice J. Sprinkel (3)		Eddie Handley (radio mgr.) E. A. Bonfield (technical)

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
SACKETT ADVERTISING AGENCY 1520 Locust St., Philadelphia, Pa.	Neal Levy (g-m)	Neal Levy (4)	E. Davidson (6) B. K. Meyers (7) E. C. Thompson
ST. CLAIR COMPANY, INC., ROBERT *a-f-h* 30 Rockefeller Plaza, New York City Second Natl. Bank Bldg., Wilkes-Barre, Pa.			
SALESVERTISING ASSOCIATES, INC. Board of Trade Bldg., Chicago, Ill.	D. Doolittle (1) E. Hartmann (3)	Wm. V. Baker (4) M. Archbold, Jr. (5)	
SALISBURY ADV. AGENCY *e* 505 Fifth Ave., New York City			
SAMPSON CO., INC., ARTHUR W. *e* 199 Washington St., Boston, Mass.	A. W. Sampson (1) A. W. Sampson (3)	A. W. Sampson (4) Newell Keyes (5)	A. W. Sampson (6) A. L. Clark Muriel J. Miller (6)
SAMSON ADV. AND MERCH. SERVICE *e-f* Samson Bldg., Baltimore, Md.	S. Feldman (1) H. A. Robinson (3)	S. Feldman (4) H. A. Robinson (5)	H. M. Feldman
SAMUELS, MILTON 11 West 42nd St., New York City	Milton Samuels (3)	Henry Norman (4) Milton Samuels (5)	Milton Samuels (6)
SAMUELS & COMPANY, R. H. *f* Delaware at Fifth, Kansas City, Mo.			
SANDLASS, ADVERTISING AGENT, L. A. *a-e* 219 W. Saratoga St., Baltimore, Md.			
SANGER, ALAN B. 60 East 42nd St., New York City	A. B. Sanger (o)		
SANN & ASSOCIATES, E. W. *e-f* 402 Plymouth Bldg., Minneapolis, Minn.	E. W. Sann (o)		H. L. Johnson (6)
SARGENT, PORTER E. *a* 11 Beacon St., Boston, Mass.			
SAUSSY ADVERTISING, WALKER *b* Stern Bldg., New Orleans, La.			
SAYRE CO., R. W. *e-f* 612 North Michigan Ave., Chicago, Ill.			
SCHAFFNER ADV. AGENCY, CLAUDE 77 Grove St., New Haven, Conn.	C. Schaffner (p)		
SCHAUTZ ADV. AGENCY, WILLIAM A. 247 Park Ave., New York City	Wm. A. Schautz (1) Marie M. Case (secy.)	D. Woodward (5)	E. P. Weber (7) Alexander Allen S. L. Musselman
SCHECK ADVERTISING AGENCY, INC. *a-e* 9 Clinton St., Newark, N. J.	Julius Scheck (1) Morris Scheck (2) M. E. Baco (3)	E. D. Barnham (5)	F. M. Craumer (6)
SCHEEL ADVERTISING AGENCY *e-f* 1740 East Twelfth St., Cleveland, Ohio	C. W. Scheel (1) B. Heidtman (3)	Wm. Jerse (5)	
SCHEER ADVERTISING AGCY., WM. N. 24 Branford Place, Newark, N. J.	Wm. N. Scheer (1)	Pearl Shapiro (4) Irving Kaplan (5)	Wm. N. Scheer (6)
SCHENKER COMPANY, THE 1014 Fullerton Ave., Chicago, Ill.			
SCHIPPER ASSOCIATES 1235 Lafayette Bldg., Detroit, Mich.	J. E. Schipper (1) B. F. Meswin (3)	J. Cunningham (4) J. Cunningham (5)	J. E. Schipper (6) Arthur Hill
SCHMALZ ADV. AGENCY, FREDERICK H. 713 S. W. Alder St., Portland, Ore.			
SCHNAKE ADV. AGENCY, FREDERICK C. *e* 757 N. Broadway, Milwaukee, Wis.	F. C. Schnake (1) C. B. Schnake (3)	S. H. Spooner (5)	
SCHNEIDER, ADVERTISING, S. E. *f* 1599 Pennsylvania Ave., Detroit, Mich.	S. E. Schneider (1)	D. E. Schneider (5)	
SCHWAB AND BEATTY, INC. *a-e-h-f* 386 Fourth Ave., New York City			
SCHWIMMER & SCOTT *a-e-f-h* 75 E. Wacker Drive, Chicago, Ill.	W. Schwimmer (p) R. J. Scott	I. J. Wagner (4) L. J. Krakover (5)	J. B. Davies (6)
SCIENCE ADVERTISING 30 Ann St., New York City	Dr. J. N. McDonnell (1)		
SCOTT-TELANDER *e-f-j* 411 East Mason St., Milwaukee, Wis.	H. H. Scott (p) N. L. Telander F. E. Bager, Jr. (3)	F. E. Bager, Jr. (5)	H. H. Scott (6) N. L. Telander M. A. Lemkuhl E. H. Swanson

(*Continued on page 176*)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 175)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
SCOTT'S AGENCY, INC. 43 Tremont St., Boston, Mass.	G. L. Stingel (1) G. L. Stingel (3)		
SCRIVENER & COMPANY *e* 130 East Main St., Rochester, N. Y.	A. Scrivener (1) C. R. Lewis (2)	C. R. Lewis (5)	A. E. Scrivener (6)
SEDGWICK CO., EDW. L. *e* 1304 Alliance Life Bldg., Peoria, Ill. 333 N. Michigan Ave., Chicago, Ill.			
SEEDS CO., RUSSEL M. *a-e-f* Palmolive Bldg., Chicago, Ill.* Lemcke Bldg., Indianapolis, Ind. Fountain Square Bldg., Cincinnati, Ohio	F. Keyes (1) H. H. Maus (3)	H. H. Maus (4) Jerry Bryant (5)	J. Harding (6) (space) H. J. Rollinson (time)
SEEMANN & PETERS, INC. Franklin at Tuscola, Saginaw, Mich.	J. P. Hedrick (1) L. F. Straub (3)	M. W. Tanner (5)	G. F. Tallmann (6)
SEGALL ADVERTISING AGENCY, THEO. H. 544 Market St., San Francisco, Calif.	T. H. Segall (1) K. S. Bates (3)	E. G. Lansdale (4) C. Spooner (5)	T. H. Segall (6) E. G. Lansdale F. P. Wright
SEGAR, ADVERTISING AGENCY, ROSCOE W. 2125 No. E. 48th St., Portland, Ore.	R. W. Segar (o-m)	D. D. Fitchard (5)	R. W. Segar (6) D. Segar
SEHL ADV. AGENCY *e* 360 N. Michigan Ave., Chicago, Ill. a subsidiary of)— The Cramer-Krasselt Co., Milwaukee, Wis.			
SEIDEL ADVERTISING PUBLICITY AGCY. Munsey Bldg., Washington, D. C.	Robt. Seidel (1) Merlin Pitt (3)	Merlin Pitt (4) Hy. Liebschutz (5)	Robt. Seidel (6)
SEIDENBAUM ADV. AGENCY, WM. G. 9 East 40th St., New York City	W. G. Seidenbaum (1) R. L. Godfrey (3)	W. G. Seidenbaum (4) Alex Stauf (5)	Rose Schor (6) D. J. Ferro
SEILER, WOLFE & ASSOCIATES, INC. *e-h-k* 3630 West Fort St., Detroit, Mich.* 733 No. Van Buren St., Milwaukee, Wis.	A. W. Seiler (1) R. L. Wolfe (2) C. M. Jickling (secy.) John Dow (treas.)		
SELVIAIR BROADCASTING SYSTEM INC. 75 East Wacker Drive, Chicago, Ill.	A. A. Kohn (1) Irving Rocklin (3)		
SENSENIG, PETER A. Cor. W. Milton & Esterbrook Ave., Rahway, N. J.			
SEVERANCE COMPANY, MALCOLM *a* Electric Bldg., Asbury Park, N. J.	M. Severance (m) G. H. Holloway (3)	V. Winslow (4) V. Winslow (5)	Minard Bids (6)
SHAFFER, J. ALBERT *a* Evening Star Bldg., Washington, D. C.	J. A. Shaffer (1) J. A. Shaffer (3)	J. A. Shaffer (4) J. A. Shaffer (5)	J. A. Shaffer (6)
SHAFFER, BRENNAN, MARGULIS ADV. CO. *a-e* 506 State National Life Bldg., St. Louis, Mo.	T. D. Shaffer (p) S. B. Margulis S. I. Rosenfeld (3) R. W. Bickelhaupt (asst.)	J. Rawlins (4) E. H. Pins (5)	T. D. Shaffer (6) S. B. Margulis S. I. Rosenfeld
SHANKWEILER ADV. AGENCY, FRED L. 423 B & B Bldg., Allentown, Pa.	F. L. Shankweiler (o) Christine E. Price (3)	L. E. Pfleiger (5)	F. L. Shankweiler (6)
SHAPPE ADVERTISING AGENCY *f* 215 Fourth Ave., New York City	Louis Shappe (1) Jerome Roth (3)	M. A. Bogen (4) Jerome Roth (5)	Louis Shappe (6)
SHARP ADVERTISING AGENCY *k* 2107 Eleventh Ave. West, Seattle, Wash.			
SHARPE & CO., INC., W. W. *a-e* 51 Chambers St., New York City			
SHAW ADVERTISING AGENCY *e* Railway Exchange Bldg., Denver, Colo.	E. O. Shaw (o)		
SHECTER ADVERTISING AGENCY, LOUIS E. Hearst Tower Bldg., Baltimore, Md.	L. E. Shecter (1) Jack L. Levin (2)	Ester M. Levin (4)	K. Cohen (6)
SHEETS, J. WM. *a-e* Central Bldg., Seattle, Wash.			
SHELDON, MORSE, HUTCHINS & EASTON, INC. 420 Lexington Ave., New York City	L. W. Hutchins (1) Angela B. Daniels (3)	W. H. Easton (4) C. Prettyman (5)	L. W. Hutchins (6)
SHEPARD, ADVERTISING, K. E. *e-f* Tribune Tower, Chicago, Ill.	K. E. Shepard (1) P. McEnroe (3)		
SHORT, ADVERTISING, HAL. E. 718 West Burnside St., Portland, Ore.	Hal E. Short (1)	Wes Altermatt (5)	M. Luebben (6)
SHUMWAY CO., FRANKLIN P. *a-e* 453 Washington St., Boston, Mass.	F. P. Shumway (1)		W. K. Munroe (6)
SIDENER AND VAN RIPER, INC. *a-e-f-h* Circle Tower, Indianapolis, Ind.			
SIECK, INC., LTD., H. CHARLES *e* Los Angeles Ch. of Com. Bldg., Los Angeles, Calif.	H. C. Sieck (1) James Trout (3)	H. C. Sieck (4) James Trout (5)	H. C. Sieck (6) Don. H. Crandall (radio)
SIESEL AGENCY, THE HAROLD J. 545 Fifth Ave., New York City	H. J. Siesel (1)	Frida Siesel (5)	
SIEVERLING-SALES & ADV. COUNSEL, J. W *f* P.O. Box 5331, Dallas, Tex.	J. W. Sieverling (1)		Alice Williams (6)
SILBERSTEIN, INC., ALFRED J. *a* 9 East 40th St., New York City	A. J. Silbertsein (1) J. A. Blatteis (3)	Alex Stone (5)	
SILVER & COMPANY, CHARLES 737 N. Michigan Ave., Chicago, Ill.	Chas. Silver (1)	Allan S. Becker (4)	B. R. Solomon (6)
SILVER AND DOUCE, INC. *b-e* 310 Protective Life Bldg., Birmingham, Ala.			
SIMON & GWYNN, INC. *b* Commerce Title Bldg., Memphis, Tenn.			
SIMON COMPANY, JOHN D. *e-f* 308 Oregonian Bldg., Portland, Ore.	John D. Simon (1) G. F. Thuemmel (3)	John D. Simon (4) L. Lewton (5)	G. F. Thuemmel (6)
SIMMONDS & SIMMONDS, INC. *a-e-f* 201 N. Wells St., Chicago, Ill.	Phil W. Tobias (1) Irwin Wenger (3)	C. O. Brewer (4) Lewis S. Hunt (5)	C. O. Brewer (6) Phil W. Tobias F. M. Simmonds, Jr.
SIMONS-MICHELSON COMPANY *a* 12th Fl. Washington Blvd. Bldg., Detroit, Mich.	L. N. Simons (p) L. J. Michelson	A. H. Copland (3) L. B. Wayburn (gm) A. L. Sielaff (5)	S. A. Kyte (6)
SIMPERS COMPANY, INC., THE *a-e-f-h* 444 Madison Avenue, New York City	R. S. Simpers (1) R. D. Pettitt (3)	M. Watkins (4) J. Korninsky (5)	Florence M. Dart (6)
SIMPSON ADV. CO. *e* 418 Commercial Bldg., St. Louis, Mo.			
SINDICATO DE PUB. INTERNACIONAL Edificio Met. Segundo Pisco, Havana, Cuba	R. M. Benitez (1)	V. Puertas (4) J. B. Arias (5)	
SIPPEL ADVERTISING AGENCY, E. H. 620 Beverley Road, Brooklyn, N. Y.	E. H. Sippel (1)	F. Biggia (4)	E. H. Sippel (6)
SIVE & ASSOCIATES, LEONARD M. *e* 519 Main St., Cincinnati, Ohio	L. M. Sive (1) I. L. Berlau (3)		S. M. Sive (6)
SKALA & COMPANY, R. J. 608 So. Dearborn St., Chicago, Ill.	R. J. Skala (1) Robert Kucera (3)		
SKINNER ADVERTISING AGENCY, JAY H. *b* 504 Sterling Bldg., Houston, Tex.	F. Gilbert (1) D. Williams (3)	S. Sherrill (4) D. Williams (5)	F. Gilbert (6) D. Williams
SLACK ADVERTISING, WALTER Drexel Bldg., Philadelphia, Pa.	W. S. Slack (1)		
SLOMANSON ASSOCIATES, INC., A. J. *f* 521 Fifth Ave., New York City	A. J. Slomanson (1)		Gertrude N. Marcea (6)
SMALL & SEIFFER, INC. *a-e* 24 West 40th St., New York City	Albt. Seiffer (1)		
SMALL, FRED GLEN 71 West 35th St., New York City	F. A. Richardson (3)	F. A. Richardson (5)	F. G. Small (6) K. B. Lydiard
SMALL ADV. AGENCY, WILLIAM J. 126 Newbury St., Boston, Mass.	Wm. J. Small (1) P. Kendrick (3)		Wm. J. Small (6)
SMITH ADVERTISING CO., ALLEN C. *a-e* 20 West 9th St., Kansas City, Mo.	A. C. Smith (o)		T. N. Roby (6) E. Blanke H. Kellar
SMITH, ALLEN R. ADV. *e* Smith Bldg., Woodboro, Md.	Allen R. Smith (o)		
SMITH ADV. AGENCY, C. BREWER *e-a* 27 School St., Boston, Mass.			
SMITH ADVERTISING SERVICE, GORDON 24½ N. Second St., Yakima, Wash.	K. G. Smith (o) K. G. Smith (3)	K. G. Smith (4) Peggy Soltow (5)	K. G. Smith (6)
SMITH & DRUM, INC. *a-e-f* 650 S. Grand Ave., Los Angeles, Calif.* 417 Montgomery St., San Francisco, Calif. Dester Horton Bldg., Seattle, Wash.	A. C. Smith (1) A. J. Nack (3)	A. C. Smith (4)	A. J. Nack (6)
SMITH, HOFFMAN & SMITH, INC. *e-f* 255 Main St., Pawtucket, R. I.			
SMITH, HOFFMAN & SMITH, INC. *e-f* 323 Fourth Ave., Pittsburgh, Pa.	J. L. Smith (1) Phillip Demme (3)	R. P. Taylor (radio)	E. H. Blichfeldt (6) M. D. Hessler C. F. Hoffman (7) R. P. Taylor R. M. Jenkins E. H. Blichfeldt L. C. Thompson
SMITH & STAFF, JOHN A. 11 Beacon St., Boston, Mass.	John A. Smith (o)	I. N. Jelalian (4)	John A. Smith (6)
SMITH CO., W. J. *e* Martin Brown Bldg., Louisville, Ky.	W. J. Smith (1) T. W. Dickey (3)	H. D. Peltier (4) T. W. Dickey (5)	W. J. Smith (6) T. W. Dickey H. D. Peltier
SNEIDER & CO., A. M. *e* 527 Fifth Ave., New York City			
SNOW, BATES & ORME, INC. *a-e-f* 95 State St., Springfield, Mass.	Galen Snow (1) K. Garlinger (3)	K. Garlinger (5)	Galen Snow (6) J. D. Bates, Jr. Albert M. Orme
SNOW AND STAFF, INC., WALTER B. *a-e-f-h* Statler Bldg., Boston, Mass.			
SOMMER, H. M. 1201 Chestnut St., Philadelphia, Pa.	H. M. Sommer (1)		
SOMMERS-DAVIS COMPANY 136 South 17th St., Philadelphia, Pa.	H. G. Sommers (o) L. W. Davis L. W. Davis (3)	H. G. Sommers (4) H. G. Sommers (5)	L. W. Davis (6) H. G. Sommers (6)
SOMMONS ADV. AGENCY, HAROLD E. 618 Chew St., Allentown, Pa.	H. E. Sommons (3)	Karl Manahan (5)	
SON DE REGGER & BROWN ADV. AGY., INC. *a-e* Register & Tribune Bldg., Des Moines, Iowa			
SORENSEN & COMPANY *a* Palmolive Bldg., Chicago, Ill.* 11 West 42nd St., New York City	R. A. Sorensen (o) H. H. Hulsinger (3)	L. M. Bell (4) W. D. McCourt (5)	D. C. Samer (6)
SOUTHEASTERN ADV. AGENCY *a-b-e-f* 440 Whitaker St., Savannah, Ga.	J. L. Williams (o) F. M. Stetson (3)		B. M. Williams (6)
SOUTHERN ADVERTISING CORPORATION 111 Corcoran St., Durham, N. C.	R. S. Williamson (1) B. C. Williamson (3)	W. A. Kindel, Jr. (4) Mitchell Cox (5)	R. S. Williamson (6)
SPARROW ADVERTISING AGCY, INC. *a-b-e* 707 Farley Bldg., Birmingham, Ala.	Paoli A. Smith (1) John D. Dukes (3)	Paoli A. Smith (4) T. W. Godwin (5)	Paoli A. Smith (6) John D. Dukes
SPECTOR-GOODMAN ADVERTISING 75 E. Wacker Drive., Chicago, Ill.	S. Spector (p) E. J. Goodman Carl Solomon (3)	Jas. Fleming (4) Ben Taylor (5)	
SPENCER, ADVERTISING, LLOYD 305 Lloyd Bldg., Seattle, Wash.	L. Spencer (o)		
SPIER & AARON SUSSMAN, INC., FKLN. *a* 40 East 49th St., New York City	Franklin Spier (1) Aaron Sussman (2) E. L. Murray (3)		Ruth S. Low (6)
SPINNING, INC., ROLFE C. *a-e-f* 5057 Woodward Ave., Detroit, Mich.	R. C. Spinning (1)		R. Spinning (6) Wm. C. Dudgeon Paul H. Bruske
SPOLANE COMPANY, FREDERICK A. 22 West 48th St., New York City	Evelyn C. Richey (3)	F. A. Spolane (4) L. L. Richey (5)	F. A. Spolane (6)
SPOONER & KRIEGEL 50 Church St., New York City	W. B. Spooner, Jr. (1) Philip Kriegel (3)		W. B. Spooner, Jr. (6) Philip Kriegel
SPROAT & COMPANY, W. E. *e* 664 N. Michigan Ave., Chicago, Ill.	W. E. Sproat (o) B. Payton (3)		W. E. Sproat (6)
STAAKE & SCHOONMAKER COMPANY *e* 15th Fl. Am. Natl. Bank Bldg., Kalamazoo, Mich.	P. C. Staake (p) C. B. Schoonmaker Urban H. Moss (3)	Donald Urry (4) Donald Norton (5)	P. C. Staake (6) C. B. Schoonmaker
STACK-GOBLE ADVERTISING AGENCY *a-e* 8 S. Michigan Ave., Chicago, Ill. 400 Madison Ave., New York City	E. R. Goble (1) M. Greenamyer (3)	F. M. Pettee (4) J. C. Gerding (5)	H. L. Hulsebus (6) F. M. Reed
STALEY ADVERTISING AGENCY, INC. *f* 819 Broadway, Fort Wayne, Ind.	R. W. Staley (1)	A. C. Staley (4) Ned Miller (5)	R. W. Staley (6)
STANFORD ADV. AGENCY, CALVIN *b-e* 5th Floor, Connally Bldg., Atlanta, Ga.	C. Stanford (1) Jo Turner (3)	Jo Turner (4) O'Hara Fox (5)	C. Stanford (6)
STANDISH, INC. *e-e* Union Trust Bldg., Providence, R. I.			
STAPLES ASSOCIATES, D. D. *b-e* Mutual Bldg., Richmond, Va.			
STAPLES & STAPLES, INC. *b-e* 10 S. 10th St., Richmond, Va.	Mrs. Henry Lee Staples (1) Mrs. A. D. Parsons (secy-treas.)	Mrs. Henry Lee Staples (4)	Mrs. Henry Lee Staples (6) Mrs. A. D. Parsons
STEBBINS, BARTON A. *a-e-f-h* 811 West 7th St., Los Angeles, Calif.	B. A. Stebbins (o) A. W. Gudelman (3)	John Rogers (4) Henry Todd (5)	A. W. Gudelman (6)
STEIGMEYER ADVERTISING, CLEM J. 259-60 Central Bldg., Fort Wayne, Ind.	C. J. Steigmeyer (1) Cletus Junk (3)	C. J. Steigmeyer (4) M. P. Gettle (5)	C. J. Steigmeyer (6) Cletus Junk
STEELE ADVERTISING AGENCY, INC. 714 Merch. & Manuf. Bldg., Houston, Tex.	H. Wirt Steele (1) Martha Frances Hill (secy.) (3)	Al Olson (radio trans. dept.)	H. Wirt Stelle (6) M. F. Hill
STENTOR CO., THE *e-f* 49 Pearl St., Hartford, Conn.			
STERLING ADV. AGENCY *e* 700 S. Council St., Muncie, Ind.			
STERNAU, ARTHUR R. *a* 1700 Sansom St., Philadelphia, Pa.			
STERNFIELD-GODLEY, INC. *e* 280 Broadway, New York City	S. I. Godley (1) Saul Kimmel (3)	S. I. Godley (4) Earl R. Cotter (5)	Philip Scheft (6)
STEUERMAN ADVERTISING AGENCY *a* 205 East 42nd St., New York City	D. Steuerman (p) Lillian Steuerman E. G. Vander (3)	E. D. Hallock (4) E. G. Vander (5)	S. Banner (6)
STEVENS-DAVIS CO., THE *e-f* 1230 Jackson Blvd., Chicago, Ill.	O. D. Miller (1) H. Lynn (3)	P. Breitbarth (5)	C. C. Swearingen (6)
STEVENS CO., ADVERTISING, FRED D. *k* 14 Devereux Street, Utica, N. Y.	F. D. Stevens (p) G. S. Stevens	F. D. Stevens (4)	F. D. Stevens (6)
STEVENS AGENCY, THE HERMON W. *a-e* 244 Washington St., Boston, Mass.	H. W. Stevens (1) H. W. Stevens (3)	H. W. Stevens (4) H. W. Stevens (5)	H. W. Stevens (6)
STEVENS, INC. *a-e-f* Ass'n of Commerce Bldg., Grand Rapids, Mich.			
STEVENS & WALLIS, INC. *e* 36 Richards St., Salt Lake City, Utah			
STEWART-DAVIS ADVERTISING AGENCY *a-e* 400 No. Michigan Ave., Chicago, Ill.			
STEWART, HANFORD & CASLER, INC. *a-e-f* 11 James St., Rochester, N. Y.* 509 Fifth Ave., New York City	A. T. Stewart (1) Ralph M. Cole (2) Elmer M. Kern (3)	Wm. E. Frank (5)	A. T. Stewart (6) L. A. Casler Ralph M. Cole R. S. Hanford O. G. Carpenter (N. Y.)
STEWART & COMPANY, J. L. *a-e* 520 No. Michigan Ave., Chicago, Ill.			
STEWART-JORDAN COMPANY *a-e* Lincoln-Liberty Bldg., Philadelphia, Pa.	Rowe Stewart (1) H. J. Bub (3)	H. J. Bub (4) Wm. E. Page (5)	Mabel H. Patterson (6)
STEWART-TAYLOR COMPANY *e-f* 322-32 West Michigan St., Duluth, Minn.	M. I. Stewart (1) A. W. Taylor (3)	L. E. Marvin (4)	L. E. Marvin (6)
STOCKTON, WEST, BURKHART, INC. *a-e* 1303 First Nat. Bank Bldg., Cincinnati, Ohio	Wm. Z. Burkhart (1) R. S. West (3)	R. S. West (4) Thos. Martin (5)	
STONE-STEVENS-HOWCOTT-HALSEY, INC. *b* 1332 Whitney Bldg., New Orleans, La.	R. T. Stone (1) F. R. Swigart (3)	L. H. Stevens (4)	M. Burvant (6)
STONETON ADVERTISING AGENCY, THE 145 Water St., Hallowell, Me.		C. E. Stevens (5)	E. M. Everett (6)

(Continued on page 177)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 176*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
STOREY, ADVERTISING, DANIEL H. *e* 1111 First St., Wausau, Wis.			Dan'l H. Storey (6)
STORM COMPANY, INC., CHARLES M. *a* 50 East 42nd St., New York City	C. M. Storm (1) Wm. Kaup (3)	A. E. Storm (4) F. J. Widlicka (5)	Edward Klein (6)
STRANG & PROSSER ADV. AGENCY *a-e-f-h* Smith Tower, Seattle, Wash.	W. T. Prosser (o) F. C. Doig (2) R. H. Burke R. H. Burke (3)	F. C. Doig (4) Geo. L. Hager (5)	F. C. Doig (6)
STREET & FINNEY, INC. *a-e* 330 West 42nd St., New York City	F. N. Finney (1) Fred Hellar (3)	Walter Craig (4) Fred Hellar (5)	John F. Mayer (6) E. J. Saunders (asst.)
STUART, CHAS. R. *a* 625 Market St., San Francisco, Calif.* 1402 Park Central Bldg., Los Angeles, Calif.	C. R. Stuart (1) Georgia Friedmann (3)	C. P. Johnson (4) Louis Sievert (5)	Mrs. Georgia Friedmann (6)
SUCHER, ADVERTISING, MILES H. Housel Building, Williamsport, Pa.	Miles H. Sucher (1) F. Sullivan (3)	E. C. Sucher (4)	P. D. Lane (6)
SUDLER COMPANY, CULBRETH 412 West Sixth St., Los Angeles, Calif.	C. Sudler (1)	John Wilton (5)	
SUEDHOFF & COMPANY. *e* 921-925 Citizens Trust Bldg., Fort Wayne, Ind.	C. J. Suedhoff (1) Oswald Ferber (3)	O. Sprunger (4) Carl Freeh (5)	C. Suedhoff (6)
SULLIVAN ADVERTISING AGENCY 390 Cliff St., Battle Creek, Mich.	J. F. Sullivan (o) J. F. Sullivan (3)	J. F. Sullivan (4) J. F. Sullivan (5)	J. F. Sullivan (6)
SUMNER CO., INC., THE G. LYNN *a-e-f-h* 285 Madison Ave., New York City	G. L. Sumner (1) G. S. Birdsong (3)	G. Lynn (4)	E. R. Wood (newspapers & radio) G. S. Birdsong (magazine)
SUTCLIFFE ADVERTISING AGCY., EDWIN A. 129 W. Burchett St., Glendale, Calif.	E. A. Sutcliffe (o)		
SUTHERLAND-ABBOTT *f-h* 234 Clarendon St., Boston, Mass.	K. R. Sutherland (p) P. M. Abbott	T. F. Eccleston, Jr. (3) D. B. Bowman (5)	
SWAFFORD & KOEHL, INC. *a-f* 341 Madison Ave., New York City Mercantile Library Bldg., Cincinnati, Ohio Hotel Hollenden Bldg., Cleveland, Ohio	C. K. Swafford (1) A. J. Hilton, Jr. (3)	J. R. Landan (5)	J. A. Lapal (6)
SWEENEY & JAMES CO. *a-e-f* 1501 Euclid Ave., Cleveland, Ohio	J. F. Sweeney (1) F. G. James (2)		W. B. Watterson (6)
SWINK ADVERTISING AGENCY, HOWARD *e-f* 336 E. Church St., Marion, Ohio	Howard Swink (1) Joy Miller (3)	J. G. Schneider (4) Howard Henry (5)	Howard Swink (6) J. G. Schneider H. K. Kenyon
SWISHER ADVERTISING SERVICE Mears Bldg., Scranton, Pa.	C. C. Swisher (1) S. F. Williams (3)	Alex F. Conly (5)	S. F. Williams (6)
SWITZER ADV. SERVICE *e* 31 E. Georgia St., Indianapolis, Ind.			
SYMONDS ADVERTISING, MERRIL *e-f* 124 Polk St., Chicago, Ill.	M. E. Symonds (1)	R. W. Miller (5)	M. E. Symonds (6) C. W. Nelson
SYMONS COMPANY, THE 1003 Investment Bldg., Pittsburgh, Pa.	S. G. Symons (o) H. Q. Gercken (3)	M. C. Symons (4) F. W. Scheible (5)	M. C. Symons (6) S. G. Symons
SYPHER AND LEVY ADV. AGENCY Evans Bldg., Washington, D. C.	Harold Levy (co-p) H. H. Sypher, Jr. Esther H. Grossmann (3)	H. H. Sypher, Jr. (4) Edward J. Raum (5)	Harold Levy (6) H. H. Sypher, Jr.
SYVERSON-KELLEY, INC. *a-e-h* 608 Mohawk Building, Spokane, Wash.	A. H. Syverson (1) R. P. Kelley (3)	H. A. Brassard (4) K. C. Poorman (5)	A. H. Syverson (6) R. P. Kelley

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
TARCHER & CO., INC., J. D. *a-e-f* 630 5th Ave., New York City	J. D. Tarcher (1) J. R. Wieder (3)	J. D. Tarcher (4) D. S. Block (5)	W. W. Kirchert (6)
TAYLOR AND ASSOCIATES, INC., A. K. 101 Fifth Ave., New York City	A. K. Taylor (1) A. E. Lucey (2) Beatrice Tweedie (3)	Acheson E. Lucey (4) Donald V. Beck (5)	A. K. Taylor (6) A. E. Lucey
TAYLOR & ASSOCIATES, RAY Rm. 207-1836 Euclid Ave., Cleveland, Ohio	Ray L. Taylor (1)		
TEAS, INC., PAUL 815 Superior Ave., N. E., Cleveland, Ohio	Paul Teas (1)		
TEBAULT & DALRYMPLE, TERRY Bedell Bldg., Portland, Ore.	A. W. Dalrymple (o) J. A. Cook (o-m)	R. Trout (5)	A. W. Dalrymple (6)
TEMPLE ADV. CO. *e* 625 Kansas Ave., Topeka, Kan.			
TEPLITZ, HENRY H. *e* 540 No. Michigan Blvd., Chicago, Ill.	H. H. Teplitz (1) Fred Ptashne (3)		
TERRY, ADV. AND SALES ECONOMIST, HARRY 228 N. La Salle St., Chicago, Ill.			
THIELECKE ADVERTISING AGENCY Parkview Bldg., Colorado Springs, Colo.	H. E. Thielecke (1) L. G. Richardson (3)	H. E. Thielecke (4) C. W. Getts (5)	M. L. Thielecke (6)
THOMAS ADVERTISING, GERALD F. 408 T. W. Patterson Bldg., Fresno, Calif.	G. F. Thomas (1) G. L. Thomas (3)		
THOMPSON ADVERTISING CO. 818 Oak St., Cincinnati, Ohio	I. T. Hawes (1) I. T. Hawes (3)	Mary Hawes Wood (4) Virginia Meyers (5)	
THOMPSON ADVERTISING AGENCY, THE *e-f* 761 Wick Ave., Youngstown, Ohio* 119 Federal St., Pittsburgh, Pa.	R. M. Thompson (1) Sue Thompson (3) J. W. Harman (Pittsburgh)	R. M. Thompson (4) A. L. Parella (5)	R. M. Thompson (6) Sara Spinks
THOMPSON ADV. CORP., J. WALTER. *d-e-f-h* 1 Wall St., New York City	Stanley Resor (1)		
THOMPSON CO., INC., J. WALTER. *a-e-f-h* 420 Lexington Ave., New York City 410 No. Michigan Ave., Chicago, Ill. 100 Bush St., San Francisco, Calif. 1549 No. Vine St., Hollywood, Calif. 1221 Locust St., St. Louis, Mo.			
THOMPSON-KOCH CO., THE *e* 32 W. Sixth St., Cincinnati, Ohio	A. F. Baumgartner (1) W. S. Groom (g-m) Pat Kelly (3)	C. W. La Roe (4) Leonard Carey (5)	A. F. Baumgartner (6) Miss M. M. Fluckebaum (associate)
THORNDIKE—PRECISION ADV., RICHARD. Old Colony Bank Bldg., Providence, R. I.	R. Thorndike (1)		R. Thorndike (6)
THURLOW ADVERTISING SERVICE, INC. 80 Boylston St., Boston, Mass.	H. A. Thurlow (1) A. DiMattia (3)	H. A. Thurlow (4) A. DiMattia (5)	W. C. Thurlow (6)
THWING, INC., WALTER E. *a-e-h-f* 444 Madison Ave., New York City			
TIBBITTS & ASSOCIATES, E. C. 411 East Market St., Akron, Ohio	E. C. Tibbitts (1)		
TODD & ASSOCIATES, COLEMAN *f-e* Richland Trust Bldg., Mansfield, Ohio			
TOLLE & ASSOCIATES, NORMAN W. 631 Third Ave., San Diego, Calif.	N. W. Tolle (1) N. W. Tolle (3)		Muriel M. Tolle (6)
TOMASCHKE-ELLIOTT, INC. *e* 1624 Franklin St., Oakland, Calif.	F. L. Tomaschke (1) W. F. Elliott (2) W. M. Maxfield (sec'y)		W. F. Elliott (6) B. W. Elliott (7) Earle V. Weller
TOMOWSKE ADV. AGENCY, INC. *a-e-h* 616-617 Chronicle Bldg., Spokane, Wash.	Mrs. E. B. Tomowske (1) J. W. McLean (2) J. W. Crawford (3)	J. W. McLean (4) W. T. Ogle (5)	J. W. McLean (6) William T. Ogle
TOPPING & LLOYD, INC. *a-e* 485 Madison Ave., New York City			
TOVE, HARRY B. 100 Gold St., New York City	Harry B. Tove (1)		
TOWELL INC., ARTHUR *e* 400 Commercial Bank Bldg., Madison Wis.	Arthur Towell (1) R. Timmons (3)	Jack Thornton (4) F. R. Lathers (5)	Arthur Towell (6) Ralph Timmons
TOWER ADVERTISING AGENCY *e* 430 N. Michigan Ave., Chicago, Ill.			
TOWNE ADVERTISING, W. L. *f* 10 East 40th St., New York City	W. L. Towne (1)		
TOWNSEND ADV., J. M. *e* 1706 McKinley Ave., Bay City, Mich.			
TRACY-LOCKE-DAWSON, INC. *a-b-e-f-h* 1307 Pacific Ave., Dallas, Texas 22 East 40th St., New York City	Joe M. Dawson (1) (N.Y.) R. P. Locke (2) (Dallas) Ralph Robins (3) (Dallas) R. Stevens (N.Y.)	M. Darmsteder (4) (N.Y.) J. W. Moffett (Dallas) L. Rondell (5) (N.Y.) I. Sahula (Dallas)	H. E. Hendrick (6) (N.Y.) M. Mann (Dallas) Mario Messina (N.Y.) E. J. Worthington (Dallas)
TRADES ADVERTISING AGENCY *a-h* 180 Madison Ave., New York City	G. W. Lindsey (o)		Josephine Cone (6) J. T. Sattels (7)
TRAUTMAN, ADV. AGENCY, RAYMOND D. 510 Walnut St., Reading, Pa.	R. D. Trautman (1)		
TRIANGLE ADV. AGENCY, INC. *e* 222 N. Bank Drive, Chicago, Ill.			
TUCKER, INC., BRUNER 807 Du Pont Bldg., Miami, Fla.	Bruner Tucker (1) Miss D. Ottinger (3)	W. Leary, Jr. (4) Edna C. Tucker (5)	S. Vernon, Jr. (6)
TURNER ADVERTISING AGENCY *e* 520 No. Michigan Ave., Chicago, Ill.	J. K. Turner (1) J. G. Turner (3)		Chas. V. Haliday (6) (tech. dept.)
TUTHILL ADVERTISING AGENCY, INC. *a-e* Chester, N. Y.	L. W. C. Tuthill (1) G. E. Williams (3)		
TUTHILL ADVERTISING AGENCY, INC. *f* 1133 Broadway, New York City			
TUTTLE & AILSA FULTON, INC., MARGUERITE 28 West 44th St., New York City			
TWISS, THE HOUSE OF J. HAYDEN *e-f* 205 East 42nd St., New York City	J. H. Twiss (1) A. Schmidt (3)	R. S. Lippoth (4) Alfred Skrenda (5)	J. H. Twiss (6) Robt. S. Lippoth
TYNION, ADVERTISING, DAVID A. *e-f* 206 E. Genesee St., Syracuse, N. Y.	D. A. Tynion (1)	E. C. Meyers (5)	R. S. Valentine (6)
TYSON AND COMPANY, INC., O. S. *e-f-h* 230 Park Ave., New York City* 3701 N. Broad St., Philadelphia, Pa.	O. S. Tyson (1) E. R. Schern (3)	E. R. Schern (5)	L. W. Sedligsberg (6)

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Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
UDALL & ASSOCIATES, FLETCHER S. 111 Sutter St., San Francisco, Calif.	F. S. Udall (1) W. Anderson (3)	R. A. Baumgartner (4)	G. H. Enoch (6)
ULLMAN ORGANIZATION, ROLAND G. E. *e* 1520 Locust St., Philadelphia, Pa.	R. G. E. Ullman (1) Mrs. A. A. Schenck (3)	W. Anderson (5) R. G. E. Ullman (4)	Nan M. Collins (6-7) Walker L. Lukens
UNION SQUARE ADV. AGENCY, INC. 147 Fourth Ave., New York City	J. P. Kaempfer (1)		J. P. Kaempfer (6)
UNITED ADVERTISING AGENCY *a-e* 2010 National Newark Bldg., Newark, N. J.	T. S. Fettinger (1) Benj. C. Green (3)	T. S. Fettinger (4) Benj. C. Green (5)	Benj. C. Green (6) E. F. Fettinger T. S. Fettinger Max Green
UNITED ADVERTISING COMPANIES, INC. *a-e* 205 North Michigan Ave., Chicago, Ill.	N. J. McMahon (1) E. H. Larson (3)	Mary Wheeler (5)	N. J. McMahon (6) P. B. Luck E. H. Larson Ray Smassal
UNITED BROADCASTING COMPANY 201 N. Wells St., Chicago, Ill.	W. L. Klein (o)		Egmont Sonderling (6)
UNITED MERCHANDISING SYNDICATE 206 Market St., Brooklyn, N. Y.	S. M. Prevor (1) S. M. Prevor (3)	S. M. Prevor (4) S. M. Prevor (5)	
UNITED SERVICE ADVERTISING *e* 972 Broad St., Newark, N. J.	E. London (1) R. Trowbridge (3)	E. Bozorth (4) A. Vanadia (5)	Morris London (6)
UNITED STATES ADVERTISING CORP. *a-e* 240 Huron St., Toledo, Ohio* 612 North Michigan Ave., Chicago, Ill.	W. M. Canaday (1) H. D. McNaughton	D. C. Warman (4)	C. U. Fauster (6) H. V. Barrett
UNIVERSAL ADVERTISING AGENCY 32 Union St., Malden, Mass.	C. E. Worthen (1) R. E. McFadden (3)	T. M. Rossi (4) A. Leon Cayford (5)	C. E. Worthen (6)
UNWIN ADVERTISING AGENCY 5144-14th Ave., Detroit, Mich.	B. V. Unwin (o) B. G. Unwin (3)		B. V. Unwin (6) B. G. Unwin

V

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
VAN AUKEN-RAGLAND, INC. *e-f* 20 N. Wacker Dr., Chicago, Ill.			
VAN DE MARK ADVERTISING, INC. *a-e-f* 1107 Times Star Tower, Cincinnati, Ohio* 112 Lumber Exchange Bldg., Minneapolis, Minn. 302-11 W. Monument Bldg., Dayton, Ohio	C. W. Van De Mark (1) J. J. McGarry (3)	A. Schmithorst (4) David Rand (5)	C. W. Van De Mark (6) Claude Efnor (Minneapolis) W. L. Taylor (Dayton)
VANDEN COMPANY, INC., THE *e-f* 620 N. Michigan Ave., Chicago, Ill.	G. W. Vanden (1) Miss P. L. Littlewood (3)		G. W. Vanden (7) F. W. Swanson E. G. Cisle
VANDERBIE AND RUBENS, INC. *a-e-f* 540 No. Michigan Ave., Chicago, Ill.			
VANGUARD ADVERTISING SERVICE *f* 19 East 48th St., New York City			
VAN HECKER-Mac LEOD, INC. *e* 75 East Wacker Drive, Chicago, Ill.	C. E. Van Hecker (1) E. H. MacLeod (3)	E. H. MacLeod (4) V. B. Wells (5)	D. E. Calliban (6)
VAN SANT DUGDALE AND CO., INC. *a-e-f-h* 207 Court Square Bldg., Baltimore, Md.	W. Van Sant (1) C. D. Carr (3)	J. P. Daiger (4) Don Hurlbut (5)	R. A. McKericher (6)
VAN TINE, RUSSELL H. 1500 Chestnut St., Philadelphia, Pa.	R. H. Van Tine (o)	W. C. Blood (5)	
VARNEY ADVERTISING AGENCY, CLYDE. 1135 Virginia Park, Detroit, Mich.			
VARS, INC., ADDISON *a-e-f* Vars Bldg., Buffalo, N. Y.	A. F. Vars (1) H. E. Close (3)	K. S. Duffes (4)	Alex Hareski (6)
VAUGHAN ADV., INC., BURTON E. *a-b-e* Insurance Bldg., Little Rock, Ark.			
VAUTRAIN, ASSOCIATES, INC., CHARLES E. & 560 Dwight St., Holyoke, Mass.	C. E. Vautrain (1) Frances M. Dobbs (3)	S. F. Tucker (4)	C. E. Vautrain (6) S. F. Tucker
VENABLE-BROWN COMPANY, INC. *a-e-f* 211 East 4th St., Cincinnati, Ohio	B. W. Brown (1) P. R. Harrover (3)		Dolores B. Mescher (6)
VIENOT, INC., CARL G. 147 Summer St., Boston, Mass.	C. G. Vienot (1) D. S. Andrews, Jr. (3)	C. H. Overly (4) C. H. Overly (5)	
VLADIMIR & COMPANY, INC., IRWIN *a-e-f* 570 Lexington Ave., New York City			
VLCHEK ADV. AGENCY, GORDON *e* 748 Rockefeller Bldg., Cleveland, Ohio	Gordon Vlchek (1) Keith Frazine (3)	Duke Lidyard (4) Keith Frazine (5)	C. H. Hawkins (6)
VOGAN & ASSOCIATES, A. S. 318 Cleveland Ave., N. W., Canton, Ohio	A. S. Vogan (1) J. V. Flagmeier (3)		
VOGEL & CO., JOSEPH S. 9 Clinton St., Newark, N. J.	J. S. Vogel (1) L. S. Vogel (2)		
VOLKMANN ADVERTISING AGENCY *a* 511 Fifth Ave., New York City	Philip Ritter (o)		Claire Boylan (6)
VON SENDEN AGENCY *a* 316 Fourth Ave., Pittsburgh, Pa.			
VREDENBURGH-KENNEDY CO., INC., *a-e* 515 Madison Ave., New York City			

W

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
WADE ADVERTISING AGENCY *a-e* 208 W. Washington St., Chicago, Ill.	A. G. Wade (o) (1) W. A. Wade (m) E. N. Nelson (3)	Geo. A. Warne (4) Geo. A. Warne (5)	E. N. Nelson (6)
WADE, INC., LOUIS E. *a-e-f-k* 312 Utility Bldg., Fort Wayne, Ind.	L. E. Wade (1) J. A. Wagner (3)	R. G. Warner (4) J. A. Wagner (5)	John Wagner (6) Louis E. Wade Richard G. Warner

(*Continued on page 178*)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 177)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
WADSWORTH & WALKER, INC. *e f.* 369 Lexington Ave., New York City	R.K.Wadsworth (1) R. M. S. Walker (Exec.) (2) Norris H. Evans Geo. Reid (treas.)		M. J. Wihnyk (7)
WAGENSEIL & ASSOCIATES, HUGO *e-f.* Talbott Realty Bldg., Dayton, Ohio	Hugo Wagenseil (1) W. J. Staggs (3)	Hugo Wagenseil (4) M. Hipple (5)	Hugo Wagenseil (6) Fred Harwood C. L. Fleming
WAGNER & SEAVER 9th Floor Fidelity Bldg., Cleveland, Ohio	A. H. Wagner (1).	Chas. H. Seaver (4)	A. H. Wagner (6) C. H. Seaver
WAKEFIELD ADV. AGENCY, CARL C. Kohl Bldg., San Francisco, Calif.	C. C. Wakefield (1)		Louis H. Caine (6) Paul Nations
WALD ADVERTISING AGENCY, S. 130 West 42nd St., New York City	Sam Wald (o) B. Averrill (3)	B. Averrill (4) A. Paul (5)	S. Ray (6)
WALES ADV. COMPANY, INC. *a-e-f-h* 230 Park Ave., New York City	J. A. Wales (1) J. Thompson (3)	Lorraine Follett (5)	Jesse Thompson (6)
WALES ADVERTISING AGENCY Orpheum Bldg., Topeka, Kan.			
WALKER ADVERTISING AGENCY *a-f-e* Russ Bldg., San Francisco, Calif.	S. Walker (o) F. Vruntjen (3)		
WALKER AND DOWNING *a-e-f-j* 532 Oliver Bldg., Pittsburgh, Pa.	W. S. Walker (1) D. C. Evans (3)	J. B. Rodgers (4) R. D. Dette (5)	W. S. Walker (6) J. B. Rodgers D. C. Evans C. P. Richardson
WALKER-RACKLIFF CO., THE 19 Dickerman St., New Haven, Conn. 183 Ann St., Hartford, Conn. 1188 Main St., Bridgeport, Conn.	C. F. Rackliff (1). R. H. Heller (m)		
WALLACE ADVERTISING AGENCY, E. 80 Wall St., New York City	E. Gottlieb (o)		
WALLACE-LINDEMAN, INC. *a* Association of Commerce Bldg., Grand Rapids, Mich.			
WALTER, INC., A. D 801-2 Publication Bldg., Pittsburgh, Pa.	A. D. Walter (1) Gertrude I. Staab (3)		
WANK AND WANK *e* 580 Market St., San Francisco, Calif.* T. W. Patterson Bldg., Fresno, Calif.	M. J. Evans (3)	E. Van Nuys (5)	
WARDELL ADVERTISING CO., S. E. 154 Nassau St., New York City	S. E. Wardell (1). J. D. Borozan (3)	R. C. Wardell (5).	P. C. Wildermuth (6)
WARNER CO., INC., MASON *a-e-f-h* 360 No. Michigan Ave., Chicago, Ill.			
WARNER COMPANY, W. S. 369 Pine St., San Francisco, Calif.	W. S. Warner (o). A. T. Clifton, Jr. (3)		W. S. Warner (6)
WARREN ADVERTISING, VIRGIL A. 402 Title Bldg., Spokane, Wash.	V. A. Warren (1).	J. V. Geraghty (5).	
WARWICK & LEGLER, INC. *a-e-f-h* 230 Park Ave., New York City	H. P. Warwick (1). T. H. Shanley (3)	Henry Legler (4). A. Deerson (5)	L. M. Malitz (6)
WASHINGTON STATE ADV. AGENCY White-Henry-Stuart Bldg., Seattle, Wash.	B. N. Hutchinson (1) Ed. Ferry (3)		
WASSON ADVERTISING CO., I. B. *a-e* Manufacturers Exchange Bldg., Kansas City, Mo.	I. B. Wasson (o). D. C. Johnson (3)	I. B. Wasson (4). I. B. Wasson (5)	Marline Riley (6)
WATERS & ASSOCIATES, INC., NORMAN D. 1140 Broadway, New York City	N. D. Waters (1). L. Landesman (3)	Thea Tyler (4). Milton Klein (5)	C. H. Weissenbach Louis Landesman
WATSON & COMPANY Lewis Tower, Philadelphia, Pa.	H. D. Watson (1). E. L. Brown (3)		R.W. T. Ricker (6)
WATTS, PAYNE-ADVERTISING, INC. 215 South Cheyenne Ave., Tulsa, Okla.	Don Watts (1) Oscar Payne (2)	A. C. Pfeiffer (5).	Don Watts (6) Oscar Payne Burke Gilliam
WAXMAN ADVERTISING, FRANK R. Raymond-Commerce Bldg., Newark, N. J.	F. R. Waxman (1) L. S. Waxman (3)	F. R. Waxman (4) L. S. Waxman (5)	F. R. Waxman (6)
WAYNE AND COMPANY, INC., TUCKER *a-b-e* 10 Pryor St., Atlanta, Ga.			
WAYNESBORO ADVERTISING AGENCY W. Main Anthony Wayne Hotel Bldg., Waynesboro, Pa.	C. M. Wood (1) J. A. Knupp (3)		
WEARSTLER ADVERTISING, INC. *e-f* 20 West Front St., Youngstown, Ohio	A. M. Wearstler (1) R. J. McCallister (3)	R. J. McCallister (4) B. G. Whipple (5)	A. M. Wearstler (6) R. J. McCallister D. S. Hawkins
WEAVER AND ASSOCIATES, LUTHER *e* 200 Globe Bldg., St. Paul, Minn.	L. Weaver (1). D. F. Gardner (3)		
WEBB ADVERTISING SERVICES, D. STUART. 306 No. Gay St., Baltimore, Md. * 17 S. Hanover St., Baltimore Md	D. S. Webb (o). L. E. Davis (3)	E. Zimmerman (4).	
WEBB ADVERTISING AGENCY, FRANK D *a.* 10 West Read St., Baltimore, Md.	F. D. Webb (1). C. Chapline (3)	Mrs. B. W. Meeks, Jr. (4)	Anna J. Coleman (6)
WEBB ADVERTISING, HENRY. P. O. Box 86, Dayton, Ohio	Henry Webb (1).		
WEBBER ADVERTISING AGENCY *k* 200 Division Ave., North, Grand Rapids, Mich.	C. R. Webber (1). W. A. Joplin (Service Dir.)	W. A. Joplin (4).	R. F. Eavey (6)
WEEKS COMPANY, INC., THE CHARLES A. 122 East 42nd St., New York City	C. A. Weeks (1). F. Essenfield (3)	P. Hayden (4). F. H. Harbaugh (5)	C. A. Weeks (6) G. B. Hoyt J. M. Hewitt
WEILER ADV. AGENCY, SIDNEY H. *a-e* 1420 Chestnut St., Philadelphia, Pa.	S. H. Weiler (o). S. Taubman (3)	G. C. Beckenbaugh (4) G. C. Beckenaugh (5)	S. H. Weiler (6) Samuel Taubman
WEILL CO., INC., THE ARMAND S. 170 Franklin St., Buffalo, N. Y.	A. S. Weill (1). H. C. Desbecker (3)	Victor Aures (5).	A. S. Weill (6) H. C. Desbecker (3)
WEILL & WILKINS, INC. 247 Park Ave., New York City	N. I. Weill (1). H. K. Simon (3)		N. I. Weill (6)
WEINBERG ADVERTISING CO., MILTON *a-e* 325 West Eighth St., Los Angeles, Calif.	M. Weinberg (p) Bernard Weinberg		E. Cousino (6)
WEINGARTEN ADVERTISING AGENCY 110 West 34th St., New York City	J. Weingarten (1). S. Feldstein (3)	G. Edwards (5).	
WELLER SERVICE Vance Bldg., Seattle, Wash.	E. R. Weller (1). Max Lund (3)		E. R. Weller (6)
WELLMAN AGENCY 1631 Chestnut St., Philadelphia, Pa.	F. A. Wellman (1). F. A. Wellman (3)	F. A. Wellman (4). P. M. Swisher (5)	F. A. Wellman (6)
WELLS ADVERTISING AGENCY 393 Boylston St., Boston, Mass.			
WEMPLE, ADVERTISING, JACK C. 310 Pine St., Green Bay, Wis.	J. C. Wemple (1). J. C. Wemple (3)	J. C. Wemple (4). J. C. Wemple (5)	
WENDT ADVERTISING AGENCY Spitzer Building, Toledo, Ohio	H. F. Wendt (1). F. Kalmbach (3)	F. Kalmbach (5).	H. F. Wendt (6)
WENDT CO., L. W. 322 Strain Bldg., Great Falls, Mont.	L. W. Wendt (1). Z. M. Hay (3)	Z. M. Hay (4). Betty Johnson (5)	L. W. Wendt (6) W. E. Wendt R. R. Briggs
WERTHEIM ADVERTISING AGENCY 151 West 40th St., New York City	E. L. Wertheim (1) E. T. Wertheim (3)	E. T. Wertheim (4) Jose I. Ramos (5)	E. T. Wertheim (6)
WERTHEIM ADVERTISING AGENCY, J. L. *a* 401 Broadway, New York City			
WESLEY ASSOCIATES, THE *a-f.* 347 Madison Ave., New York City	H. G. Wesley (p). L. G. Wesley L. Fairweather H. Hecker (3)	C. A. Rathkopf (5)	Harry Weiner (6)
WEST & ASSOCIATES, INC. *e-f* 102 N. Brand Blvd., Glendale, Calif.			
WEST & ASSOCIATES, INC. Architects Bldg., Los Angeles, Calif.	John R. West (1). R. C. Johnson (3)	Fred Cole (5).	J. W. Lewellen (7) Paul R. Jordan H. H. Marquis
WEST ADV., BRONSON *e-f* 500 Robert St., St. Paul, Minn.	B. West (1). G. Gillis (3)	D. G. Shephard (5).	
WESTERN ADVERTISING AGENCY *a-e-f-h* 214 Fifth St., Racine, Wis. * 35 E. Wacker Drive, Chicago, Ill.	G. B. Gunlogson (1) R. J. Wentsel (3)	A. F. Mayer (5).	
WESTERN ADVERTISING COMPANY 1202 Kettner Blvd., San Diego, Calif. * 701 Quinby Bldg., Los Angeles, Calif.	R. B. Lee (1). Harriet W. Kelly (3) (Los Angles)		R. B. Lee (6) H. W. Kelly

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
WESTERN AGENCY, INC. *a-e* 663 Skinner Bldg., Seattle, Wash.	B. N. Hutchinson (1) H. E. Austin (3)		Alma Katzen (6) E. P. Ferry (7) Geo. Marble
WESTCO ADVERTISING AGENCY 625 Market St., San Francisco, Calif.	E. E. Sylvestre (1). R. W. Stafford (m) W. A. Johnson (3)		W. A. Johnson (6)
WESTHEIMER & CO. *a-e* 317 No. 11th St., St. Louis, Mo. * Wrigley Bldg., Chicago, Ill.	L. E. Westheimer (p) S. Westheimer R. Lawler (3)	J. Schweitzer (5).	E. D. Brohr (6)
WESTON, ADVERTISING, FRANK 133 Biltmore Hotel, Providence, R. I.	Frank Weston (1). Frank Weston (3).	Frank Weston (4).	
WESTON-BARNETT, INC. *a-e-f* Arts & Crafts Bldg., Waterloo, Iowa 520 N. Michigan Ave., Chicago, Ill.	W. H. Barnett (1). Vic Seidel (3)	Leslie Lewis (5).	W. H. Barnett (6) Phillips Taylor A. C. Barnett (Chicago)
WEXMAN ADVERTISING AGENCY 43 East Ohio St., Chicago, Ill.	S. J. Wesman (1).	N. E. Schwartz (5)	M. Wexman (6)
WHALEN ADVERTISING CO., FRANK E. *a-e-f.* 21 West 10th St., Kansas City, Mo.	F. E. Whalen (1).	Dan Jacobson (5).	F. E. Whalen (6) James R. Reese Harold Kaufman R. W. Webb
WHEELER KIGHT AND GAINEY, INC. *e-f* 539 E. Town St., Columbus, Ohio	T. L. Wheeler, Jr. (1)	J. E. Hoover (4). N. Gainey (5)	T. L. Wheeler, Jr. (7) W. H. Kight J. W. Corbett
WHEELOCK COMPANY, WARD *a-e* Lincoln-Liberty Building, Philadelphia, Pa.* Equitable Bldg., Hollywood, Calif. 420 Lexington Ave., New York, N. Y.	W. Wheelock (1).		
WHIPPLE & BLACK *e-f* 801 Fox Bldg., Detroit, Mich.	K. B. Crawford (1) E. W. Beatty (3)		
WHITBEY ASSOCIATES *f* 260 Fifth Ave., New York City	S. E. Mendelson (1) I. Seideman (3)	David Lipman (4). E. Raimondi (5)	L. H. Shenfeld Jr. (6) J. E. Kloville
WHITE CO., FRANK E. *e* Denham Bldg., Denver, Colo.			
WHITE, LOWELL COMPANY, INC. *a-e-f* 595 Madison Ave., New York City	H. A. White (1). M. Lowell (2) E. Hamburger (3)	M. Lowell (4). Luis Daussa (5)	Marc Seixas (6)
WHITTEN, INC., EDMUND S. 216 Tremont St., Boston, Mass.	E. S. Whitten (1). W. S. Clapp (3)	J. Whitten (4). Ralph Ayer (5)	L. M. Concannon (6)
WIGHTMAN—INDUSTRIAL COUNSEL, LUCIUS I. 309 State St., New London, Conn.	L. I. Wightman (o)		
WILCOX, SIMMONS & ASSOC. *e* 330 West 42nd St., New York City (A subsidiary of)—Alfred F. Wilcox & Assos., Catassauqua, Pa.			
WILCOX & ASSO., ALFRED F. *e* Edgar Bldg., Catassauqua, Pa.			
WILDER ADV. AGENCY, ALMON BROOKS *e* 154 E. Erie St., Chicago, Ill.	E. B. Wilder (1). R. G. Clarke (3)	L. M. Brouillette (5)	I. Martin (6)
WILDRICK & MILLER, INC. *e-f* 630 Fifth Ave., New York City			
WILEY ADVERTISING, WALTER W. 1472 Broadway, New York City	W. W. Wiley (1). H. Williams (3) (consultant)	A. F. Wilcox (4). Hal Clark (5) (consultant)	R. W. Hopkins (6)
WILL INC *f* 1276 West Third St., Cleveland, Ohio	W. D. Will (1). J. B. Viets (3)	B. Van Dellen (5).	W. D. Will (6) F. W. Donley
WILLIAMS ADVERTISING *f* 1 West 34th St., New York City			
WILLIAMS & SAYLOR, INC. *a-e-f* 485 Madison Ave., New York City	R. W. Williams (1) M. J. Osias (3)	W. F. Adams (4). Kurt Josten (5)	Gertrude Linker (6)
WILLIAMS, ALBERT D *e* Box 1346, Charleston, W. Va.			
WILLIAMS, WILLIAM J. *e* 413-14 Pythian Bldg., Kalamazoo, Mich.	B. Barringer (3).	W. J. Williams (4).	W. J. Williams (6)
WILLIAMS, INC., OTIS CARL 201 Commercial St., Worcester, Mass.	C. J. Spaulding (1) Signe Torberg (3)	C. J. Spaulding (4) Signe Torberg (5)	C. J. Spaulding (6)
WILNER CO., ADVERTISING, THE JOSEPH A. Hearst Tower Bldg., Baltimore, Md.	J. A. Wilner (1).		
WILSEY ADVERTISING AGENCY, L. S. 500 Security Mutual Bldg., Binghamton, N. Y.	Leona S. Wilsey (1-3)		L. S. Wilsey (6)
WILSON ADVERTISING AGENCY McBirney Bldg., Tulsa, Okla.	R. L. Wilson (1). E. M. Couser (3)	W. R. Perry (5).	
WILSON ADVERTISING AGENCY *f* 915 Chamber of Commerce Bldg., Cincinnati, Ohio	R. H. Wilson (1). M. B. Kibbee (3)	R. H. Wilson (4). G. F. Carter (5)	B. R. Baughman Geo. Griggs (6) R. H. Wilson
WILSON, INC., EDWIN BIRD *a-h* 120 Wall St., New York City	E. B. Wilson (1). H. E. Schneider (3)	T. A. Cummings (5)	
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WINSTON—SALES AND ADV. COUNSEL, ARTHUR A. 1500 East 48th St., Brooklyn, N. Y. * 40 East 21st St., New York City			
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WINTERNITZ ADV., ROBERT *e* 45 E. 17th St., New York City			
WISDOM, INC., WM. B. *b* 715 American Bank Bldg., New Orleans, La.			
WITTE & BURDEN *f* 5757 Cass Ave., Detroit, Mich.	Paul F. Witte (p). W. W. Burden K. A. Frostic (3)		George Appel (creative dir.)
WOLAVER ADV. AGENCY, E. D. *f* 750 Prospect Ave., Cleveland, Ohio			
WOLFF & ASSOCIATES, ED. *a* 428 Taylor Bldg., Rochester, N. Y.	Ed. Wolff (1). Mrs. H. S. Feeser (3)		Mrs. H. S. Feeser (6)
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WOODS COMPANY, MERRILL J. *e* 1105 Inland Bldg., Indianapolis, Ind.	M. J. Woods (o).	E. C. Klinge (5).	M. J. Woods (6)
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WYATT AND CO., BURTON E. *b* Rhodes Bldg., Atlanta, Ga.			

(Continued on page 179)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 178*)

Y

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7
YALE ADVERTISING AGENCY 107 North High St., Selinsgrove, Pa.	W. M. Groce (gm)		
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YARMOV & CO., JACK 247 Park Ave., New York City* 508 N. Tennessee Ave., Atlantic City, N. J. 844 N. Rush St., Chicago, Ill.	Jack Yarmov (1)		
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YOUNG ADVERTISING AGENCY, ROBERT B. 625 Market St., San Francisco, Calif.	R. B. Young (1) Leora E. Miner (3)	A. B. Fenger (4) Leora E. Miner (5)	A. B. Fenger (6) A. V. Thompson
YOUNG & ASSO. INC., C. L. *e* 514 Rives-Strong Bldg., Los Angeles, Calif.			
YOUNG AND ASSOCIATES, R. H. Brook St. (Elmwood), Hartford, Conn.	R. H. Young (1) M. S. Young (3)	John Vann (5)	R. H. Young (6)
YOUNG & RUBICAM, INC. *a-e-f-h* 285 Madison Ave., New York City * 333 No. Michigan Ave., Chicago, Ill. 7430 Second Blvd., Detroit, Mich. 6253 Hollywood Blvd., Hollywood, Calif. 235 Montgomery St., San Francisco, Calif. 80 King St., West, Toronto, Ont., Canada 1126 University Tower, Montreal, P. Q., Canada	C. J. LaRoche (1). Raymond Rubicam (Chairman of Board) J. F. Aldinger (3)	H. S. Ward (4) Vaughn Flannery (5)	E. J. Byrne (6) T. Hackett G. Leithner A. B. Pratt
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Z

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CANADIAN ADVERTISING AGENCIES

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6	414	282	228	192	168	126	84
8	552	376	304	256	224	168	112
10	690	470	380	320	280	210	140
12	828	564	456	384	336	252	168
14	966	658	532	448	392	294	196
16	1104	752	608	512	448	336	224
18	1242	846	684	576	504	378	252
20	1380	940	760	640	560	420	280
22	1518	1034	836	704	616	462	308
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26	1794	1222	988	832	728	546	364
28	1938	1346	1064	896	784	588	392
30	2070	1410	1140	960	840	630	420
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6	300	204	162	138	126	96	66
8	400	272	216	184	168	128	88
10	500	340	270	230	210	160	110
12	600	408	324	276	252	192	132
14	700	476	378	322	294	224	154
16	800	544	432	368	336	256	176
18	900	612	486	414	378	288	198
20	1000	680	540	460	420	320	220
22	1100	784	594	506	462	352	242
24	1200	816	648	552	504	384	264
26	1300	884	702	598	546	416	286
28	1400	952	756	644	588	448	308
30	1500	1020	810	690	630	480	330
32	1600	1088	864	736	672	512	352
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Prepared by CURTIS D. MacDOUGALL, Ph.D.

AMERICAN JOURNALISM

HISTORIES, GENERAL AND SPECIALIZED

* Published or revised in 1939. † Out of Print.

Author	Title	Publisher
Bessie, Simon M.	Jazz Journalism	Dutton
Bleyer, W. G.	Main Currents	Houghton Mifflin
Ford, Edwin H.	History of Journalism in the U. S. (bibliography)	Burgess
Lee, Alfred M.	Daily Newspaper in America	Macmillan
Lee, James M.	History of Amer. Journalism	Houghton Mifflin
†McMurtrie, D. C.	The Beginnings of the American Newspaper	Black Cat Press
Rosewater, Victor	History of Cooperative News Gathering in the U. S.	Appleton-Century
*Turnbull, G. S.	History of Oregon Newspapers	Binfords-Mort
Watson, Elmo S.	History of Newspaper Syndicates, 1865-1935	Publishers Aux.
†Wilkerson, M. M.	Public Opinion and the Spanish-American War	La. State Univ.
Wisan, J. E.	The Cuban Crisis as Reflected in the New York Press	Columbia Univ.
Wroth, L. C.	The Colonial Printer	Southworth-Anthoensen

HISTORIES OF INDIVIDUAL NEWSPAPERS

Author	Title	Publisher
Acheson, Sam	35,000 Days in Texas	Macmillan
Andrews, J. Cutler	Pittsburgh Post-Gazette	Chapman-Grimes
Archer, Harry W., Jr.	N. Y. Tribune Since the Civil War	Dodd-Mead
Bankson, R. A.	The Klondike Nugget	Caxton
Barrett, James W.	End of the World	Harper
†Chamberlain, J. E.	The Boston Transcript	Houghton Mifflin
Davis, Elmer	History of the N. Y. Times	N. Y. Times
†Heaton, J. L.	Story of a Page (N. Y. World)	Harper
†Hooker, Richard	The Story of an Independent Newspaper—the Springfield Republican	Macmillan
Lee, J. M.	The Oldest Daily Newspaper, the Globe	Comm. Advr. Assn.
Leonard, J. N.	The Tragedy of Henry Ford (Dearborn Independent)	Putnam
Nevins, Allan	The Evening Post	Boni-Liveright
†O'Brien, Frank	The Story of the Sun	Doran
Sun Staff Members	The Sunpapers of Baltimore	Knopf

BIOGRAPHY AND AUTOBIOGRAPHY

Author	Title	Publisher
Benson, Ivan	Mark Twain's Western Years	Stanford Univ.
Blythe, S. G.	Making of a Newspaper Man	Altemus
Bok, Edward W.	Americanization of Edward Bok	Scribner
Bond, F. F.	Mr. Miller of the (N. Y.) Times	Scribner
†Britt, George	Forty Years, Forty Millions (Frank A. Munsey)	Farrar-Rinehart
Carlson, Oliver	Brisbane	Stackpole
Carlson, O. and Bates, E. S.	Hearst, Lord of San Simeon	viking
†Chapin, Charles	Charles Chapin's Story	Putnam
Clemens, Cyril	Petroleum V. Nasby	Mark Twain Soc.
†Cocoran, N. D.	E. W. Scripps	Harcourt-Brace
Cortissoz, Royal	Life of Whitelaw Reid	Scribner
*Daniels, Josephus	Tar Heel Editor	U. of No. Car.
Davis, R. H. and Maurice, Arthur B.	The Caliph of Bagdad (O. Henry)	Appleton-Century
†Dennis, Charles H.	Eugene Field's Creative Years	Doubleday
Dennis, Charles H.	Victor Lawson	Univ. of Chicago
Downey, Fairfax	Richard Harding Davis	Scribner
Driscoll, Charles B.	The Life of O. O. McIntyre	Greystone
Dunbar, Elizabeth	Talcott Williams	Stechert
Fahrney, Richard R.	Horace Greeley and the Tribune in the Civil War	Torch
Fine, Barnett	A Giant of the Press (Carr Van Anda)	Ed. & Publisher
Fowler, Gene	Timber Line (Denver Post)	Garden City
Franklin, Benjamin	Autobiography	(many editions)
†Gardner, Gilson	Lusty Scripps	Vanguard
†Garrison, W. P.	William Lloyd Garrison	Century
Gilbert, Douglas	Floyd Gibbons	McBride
†Godwin, Parke	William Cullen Bryant	Appleton-Century
Greeley, Horace	Recollections of a Busy Life	E. B. Treat
†Harris, Joel C.	Henry W. Grady	Cassell
Heaton, J. L.	Cobb of the World	Dutton
†Howe, E. W.	Plain People	Dodd-Mead
Ireland, Alleyne	An Adventure With a Genius (Joseph Pulitzer)	Dutton
Kansas City Star Staff	William Rockhill Nelson	Riverside
Linn, James W.	James Keeley	Bobbs-Merrill
†Lundberg, Ferdinand	Imperial Hearst	Equinox
†McRae, M. A.	Forty Years in Newspaperdom	Brentano
Marcosson, I. F.	David Graham Phillips	Dodd-Mead
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†Ogden, Rollo	Edwin Lawrence Godkin	Macmillan
Older, Fremont	My Own Story	Macmillan
Older, Mrs. Fremont	William Randolph Hearst	Appleton-Century
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†Smythe, J. H.	The Amazing Ben. Franklin	Stokes
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†Watterson, Henry	Marse Henry	Doran
†Weed, Harriet (editor)	Thurlow Weed	Houghton Mifflin
Wells, Evelyn	Fremont Older	Appleton-Century
Williams, W. W.	The Quiet Lodger of Irving Place (O. Henry)	Dutton

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Author	Title	Publisher
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Bond, F. Fraser	Breaking Into Print	McGraw-Hill
Bush, Chilton R.	Newspaper Reporting of Public Affairs	Appleton-Century
†Corbin, Charles	Why News is News	Ronald
Hall, William E.	Reporting News	Heath
Johnson, Gerald W.	What is News?	Crofts
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†Boynton, H. W.	Journalism and Literature	Houghton Mifflin
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	One Day	Phila. Bulletin

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Author	Title	Publisher
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†Edson, C. L.	The Gentle Art of Columning	Brentano
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(*Continued on page* 182)

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†Creelman, James	On the Great Highway	Lotnrop-Lee-Snepard
Dreiser, Theodore	A Book About Myself	Boni-Liveright
†Dreiser, Wells	An Editor on the Comstock Lode	Farrar-Rinehart
†Ekins, H. R.	Around the World in 18 Days	Longmans-Green
†Essary, J. F.	Covering Washington	Houghton Mifflin
*Ferber, Nat	I Found Out	Dial
Forrest, Wilbur	Behind the Front Page	Appleton-Century
†Greenwald, H. J.	Round the World for News	Hutchinson
Haddleston, Sisley	In My Time	Dutton
†Hunt, Frazier	One American and His Attempt at Education	Simon-Schuster
Kofoed, Jack	Thrills in Sports	Holborn
*Landy, Miriam (ed.)	Writing Up the News	Dodd-Mead
McKenzie, Vernon (ed)	Behind the Headlines	McBride
Marcosson, I. F.	Adventures in Interviewing	Dodd-Mead
Miller, Max	I Cover the Waterfront	Dutton
Moyes, A. D.	The Market Place	Little-Brown
†Powell, E. Alexander	Free Lance	Harcourt-Brace
Rascoe, Burton	Before I Forget	Doubleday-Doran
*Ross, Malcolm	Death of a Yale Man	Farrar-Rinehart
Salisbury, William	The Career of a Journalist	Dodge
Seldes, George	Can These Things Be?	Brewer-Warren-Putnam
†Seldes, George	You Can't Print That	Payson-Clarke
Sheean, Vincent	Personal History	Doubleday-Doran
Smith, Hampton S.	Tramp Reporter	Caldwell
*Stransky, Simeon	The Living Tradition	Doubleday-Doran
Walker, Stanley	City Editor	Stokes

WAR AND FOREIGN CORRESPONDENCE
(Including Some Authoritative Books on World Affairs by Newspaper Men)

*Abend, Hallett	Chaos in Asia	Washburn
*Augur	Europe in the Fourth Dimension	Appleton-Century
*Benjamin, Robert S.	The Inside Story	Prentice-Hall
†Bullard, F. L.	Famous War Correspondents	Little-Brown
Darah, David	Hail Caesar	Hale-Cushman-Flint
Duranty, Walter	Duranty Reports Russia	Viking
†Duranty, Walter	I Write As I Please	Simon-Schuster
Farson, Negley	The Way of a Transgressor	Harcourt-Brace
*Fodor, M. W.	South of Hitler	Houghton Mifflin
Fortescue, Granville	Front Line and Deadline	Putnam
*Gedye, G. E. R.	Betrayal in Central Europe	Harper
†Gibbs, Philip	Now It Can Be Told	Harper
*Gunther, John	Inside Asia	Harper
*Gunther, John	Inside Europe	Harper
*Hanighen, Frank C. (ed.)	Nothing But Danger	McBride
*Hundle, Wilfrid (ed)	We Were There	Putnam
Johnson, Thomas M.	Without Censor	Bobbs-Merrill
Knoblaugh, E. H.	Correspondent in Spain	Sheed-Ward
Lyons, Eugene	Assignment in Utopia	Harcourt-Brace
Lyons, Eugene (ed.)	We Cover the World	Harcourt-Brace
McKenzie, Vernon	Through Turbulent Years	McBride
Matthews, H. L.	Two Wars and More to Come	Carrick-Evans
†Miller, Webb	I Found No Peace	Simon-Schuster
Morgan, Thomas B.	A Reporter at the Papal Court	Longmans-Green
Mowrer, Edgar A.	The Dragon Wakes	Morrow
*Mowrer, Edgar A.	Germany Puts the Clock Back	Morrow
N. Y. Times Writers	We Saw It Happen	Simon-Schuster
Paine, R. D.	Roads of Adventure	Houghton Mifflin
Palmer, Frederick	With My Own Eyes	Bobbs-Merrill
*Penn, J. H.	Mexico Marches	Bobbs-Merrill
†Rue, Larry	I Fly For News	Boni
*Sheean, Vincent	Not Peace But A Sword	Doubleday-Doran
Slocombe, George	The Tumult and the Shouting	Macmillan
†Snow, Edgar	Red Star Over China	Random
Turner, T. G.	Bullets, Bottles and Gardenias	South-West
*Van Paassen, Pierre	Days of Our Years	Hillman-Curl
†Vaughn, Miles	Covering the Far East	Covici-Friede
Waugh, Evelyn	Waugh in Abyssinia	Longmans-Green
Wells, Linton	Blood on the Moon	Houghton Mifflin
Whitaker, John T.	And Fear Came	Macmillan
*Whitaker, John T.	Americas to the South	Macmillan
*Wile, Frederic W.	News is Where You Find It	Bobbs-Merrill
*Williams, Frederick V.	Behind the News in China	Hughes

FICTION

Author	Title	Publisher
†Adams, S. H.	The Clarion	Houghton Mifflin
Adams, S. H.	Success	Houghton Mifflin
†Bent, Silas	Buchanan of the Press	Vanguard
Bercovici, Rion	For Immediate Release	Sheridan
†Bolitho, Sybil	My Shadow As I Pass	Viking
Brooks, Jonathan	High Ground	Bobbs-Merrill
Clune, Henry W.	The Good Die Poor	Longmans-Green
†Cobb, Irvin S.	Alias Ben Alibi	Doran
†Cooper, Janette	Headlines	Harper
Davis, Clyde B.	The Great American Novel	Farrar-Rinehart
Davis, Richard H.	Gallegher and Other Stories	Scribner
Dutcher, Mary L.	Circulation	Faro
*Farson, Negley	The Story of a Lake	Harcourt-Brace
Ford, Ford M.	Mightier Than the Sword	Unwin
Fowler, Gene	Trumpet in the Dust	Liveright
†Gauvreau, Emile	Hot News	Macauley
†Gauvreau, Emile	The Scandal Monger	Macauley
†George, W. L.	Caliban	Harper
†Gibbs, Philip	The Street of Adventure	Dutton
Hall, Bonnie	Lovelorn Parade	Dowin
Hough, Clara S.	Not for Publication	Century
†Levin, Meyer	Reporter	Day
Mellett, John C.	Ink	Bobbs-Merrill
Pancoast, C. L.	Cub	Devin-Adair
*Ross, Leonard	Dateline: Europe	Harcourt-Brace
†Sheean, Vincent	The Tide	Doubleday-Doran
Smith, Henry J.	Extra! Extra!	North
†Smith, Henry J.	Young Phillips, Reporter	Harcourt-Brace
Waugh, Evelyn	Scoop	Little-Brown
West, Nathanal	Miss Lonelyhearts	Liveright
†Williams, Ben Ames	Splendor	Dutton
Williams, Jesse L.	The Stolen Story	Scribner

POETRY

Davis, F. P.	Anthology of Newspaper Verse	Enid, Okla.
Monroe, R. M.	One Man's Meat	Pelican
Warner, H. E.	Songs of the Craft	Randsell

PLAYS

†Bennett, Arnold	What the Public Wants	Doran
†Fagan, J. B.	The Earth	Duffield-Green
Hecht, Ben and MacArthur, Chas.	The Front Page	Covici
Morehouse, Ward	Gentlemen of the Press	.....
Spewack, B. and S.	Clear All Wires	French
Weitzenkorn, Louis	Five Star Final	French

FOREIGN JOURNALISM

BRITISH

Bartlett, Vernon	This is My Life	Chatto-Windus
Baxter, A. Beverley	Strange Street	Appleton-Century
†Blumenfeld, Ralph D.	The Press in My Time	Rich-Crowan
Bowman, W. D.	The Story of the Times	Dial
Chapman-Huston, Desmond	The Lost Historian (Sir Sidney Low)	Murray
†Clarke, Tom	My Northcliffe Diary	Cosmopolitan
†Corbett, W. W. and Dark, Sidney (eds.)	Fleet Street: An Anthology of Modern Journalism	Eyre-Spottiswoode
Cummings, A. J.	The Press	Bodley Head
†Dasent, Arthur I.	John T. Delane	Murray
Escott, T. H. S.	Masters of English Journalism	Unwin
Falk, Bernard	Five Years Dead	Hutchinson
Fyfe, Hamilton	My Seven Selves	Allen-Unwin
Fyfe, Hamilton	Northcliffe	Macmillan
Gibbs, Philip	Adventures in Journalism	Harper
Gordon, George	Third Leaders (London Times)	Arnold
Graham, Walter	English Literary Periodicals	Nelson
†Hammond, J. L.	C. P. Scott of the Manchester Guardian	Harcourt
†Herd, Harold	The Making of Modern Journalism	Allen-Unwin
*Huddleston, Sisley	In My Times	Dutton
†Mansfield, F. J.	The Complete Journalist	Putnam
†Mills, W. H.	The Manchester Guardian	Chatto-Windus
Morison, Stanley	The English Journalist	Macmillan
†Muddiman, J. G.	History of English Journalism	Longmans-Green
*Nobbe, George	The North Briton	Columbia Univ.
Postgate, R. and Vallance, A.	England Goes to Press	Bobbs-Merrill
Reed, Douglas	Insanity Fair	Random
Russell, Leonard	Writing for the Press	Macmillan
†Scott-James, R. A.	The Influence of the Press	Fartridge
Shaaber, M. A.	Some Forerunners of the Newspapers in England, 1476-1622	U. of Penn.
Soames, Jane	The English Press	Nott
†Spender, J. A.	Life, Journalism and Politics	Cassell
Steed, H. Wickham	The Press	Harmondsworth
†Steed, H. Wickham	Through Thirty Years	Doubleday-Page
Symposium	Press Gang!	Hutcninson
*Times (London)	The History of the Times (2 vols)	Macmillan
†Williams, J. B.	History of English Journalism	Longmans-Green
Williams, Valentine	World of Action	Houghton Mifflin
Williams, Wythe	Dusk of Empire	Scribner
†Wilson, R. M.	Lord Northcliffe	Benn
.....	Report on the British Press	Political and Economic Planning

FRENCH

Bettinem, L.	La Presse	Revue des Lectures
Billy, A. and Jean, P.	Le Monde des Journaux	Cres
Bourdom, Georges	Le Journalisme d'Aujourd'hui	Delagrave
Ginisty, Paul	Anthologie du Journalisme	Delagrave
Hatin, Louis E.	Histoire Politique et Litteraire de la Press en France	Paris
Levrault, Leon	Le Journalisme	Mellottee

GERMAN

Boemer, Karl	Handbuch der Weltpresse	Armanen-Verlag
d'Ester, Karl	Zeitungswesen	Hirt, Breslau
Lresler, Adolpne	Geschiete der Italienischen Press	Oldenbourg
Grother, Otto	Die Zeitung	Benscheimer
Kisch, E. E.	Klassicner Journalismus	Kaemmerer
Rosellus, Ernest	Amerikanische Jugend Sereibt Zeitungen	Noske, Leipzig
Salomon, Ludwig	Geschichte des Deutschen Zeitungswesens	Schulze

OTHER COUNTRIES

†Charlesworth, Hector.	Candid Chronicles (Canadian)	Macmillan
Hanazono, Kanesada	Development of Japanese Journalism	Nichi-Nichi
Kawabe, Kisaburo	The Press and Politics in Japan	U. of Chicago
†Massart, Jean	The Secret Press in Belgium	Dutton
†Norma, Seij	Noma of Japan	Vanguard
Torres, Teodoro	Periodismo (Mexican)	Botas, Mex. City

FOREIGN JOURNALISM—Continued

Author	Title	Publisher
Valenzuela, J. Z.	History of Journalism in the Philippine Islands	Author, Manila
Wang, Y. P.	Rise of the Native Press in China	World Wide News
Wildes, H. E.	The Press and Social Currents in Japan	U. of Chicago
Woodhead, H. G. W.	Adventures in Far Eastern Journalism	Hokuseido, Tokio
Yutang, Lin	A History of the Press and Public Opinion in China	U. of Chicago

MAGAZINES AND FREE LANCING

MAGAZINE HISTORY

*Carlson, C. L.	The First Magazine (Gentleman's)	Brown Univ.
Hersey, Harold B.	Pulpwood Editor	Stokes
†Howe, M. A. D.	American Bookman	Dodd-Mead
Mott, Frank L.	A History of American Magazines (3 vols.)	Harvard Univ.
Richardson, L. N.	A History of Early American Magazines, 1741-1789	Nelson
†Tassin, Algernon	The Magazine of America	Dodd-Mead

BIOGRAPHY AND AUTOBIOGRAPHY

Beals, Carleton	Glass Houses: Ten Years of Free Lancing	Lippincott
Black, Alexander	Time and Chance	Farrar-Rinehart
Bradsher, E. L.	Matthew Carey, Editor, Author and Publisher	Columbia Univ.
†Ellis, H. M.	Joseph Dennie and His Circle	Univ. of Texas
†Ellsworth, W. W.	A Golden Age of Authors	Houghton Mifflin
†Harper, J. Henry	I Remember	Harper
†Johnson, R. U.	Remembered Yesterdays	Century
*McClure, S. S.	My Autobiography	Stokes
Thayer, J. A.	Astir: A Publisher's Life Story	Small-Maynard
†Tooker, L. F.	The Joys and Tribulations of an Editor	Century
Towne, C. H.	Adventures in Editing	Appleton

AUTHORSHIP

Blackiston, Elliott	Short Story Writing for Profit	The Writer
Bond, F. F.	How to Write and Sell Nonfiction	McGraw-Hill
Brennecke, Ernest and Clark, D. L.	Magazine Article Writing	Macmillan
Campbell, Walter S.	Professional Writing	Macmillan
Charnley, M. V. and Converse, Blair	Magazine Writing and Editing	Cordon
*Colver, Alice R.	If You Should Want to Write	Dodd-Mead
Crawford, Robert P.	The Magazine Article	McGraw-Hill
Dashiell, Alfred	Editor's Choice	Scribner
*Hall, May E.	Writing the Juvenile Story	Writer
Harrington, H. F. and Martin, Lawrence	Pathways to Print	VanNostrand
*Hoffman, Arthur S.	Fiction Writing Self Taught	Norton
Houghton, S. G. (ed.)	The Writer's Handbook	The Writer
MacCampbell, D.	Selling What You Write	Crowell
McCourtrie, W. B.	Where and How to Sell Manuscripts	Home Corres.
*Moore, Stephen (ed.)	New Fields for the Writer	Natl. Library
*Olsen, Udia G.	Preparing the Manuscript	Writer
*Redmond, Pauline and Wilfrid	Business Paper Writing	Pitman
*Rinehart, Mary R.	Writing Is Work	Writer
Schwartz, Esther L.	How to Write Confessional Stories	Author, N. Y.
†Tillett, Nettie S.	How Writers Write	Crowell
White, T. M.	How to Write for a Living	Reynal-Hitchcock
Widdemer, Margaret	Do You Want to Write?	Farrar-Rinehart
Wilhelm, Donald	Writing for Profit	McGraw-Hill
Woolley, E. M.	Free Lancing for 40 Magazines	Author, Passaic Park, N. J.

COLLECTIONS

Brennecke, Ernest and Clark, D. L.	Magazine Article Readings	Macmillan
†Knight, G. C.	Readings from the American Mercury	Knopf
†McKenzie, Vernon (ed.)	These Stories Went to Market	McBride
†Pollak, Gustav (ed.)	50 Years of American Idealism: the New York Nation, 1865-1915	Houghton Mifflin

MAGAZINE MAKING

Bakeless, John	Magazine Making	Viking
Drewry, John E.	Some Magazines and Magazine Makers	Stratford
Lohr, L. R.	Magazine Publishing	Williams-Wilkins
†Wyman, Phillips	Magazine Circulation	McCall

PUBLISHING

*Dodd, Edw. H., Jr.	The First 100 Years	Dodd-Mead
*Jackson, Holbrook	The Printing of Books	Scribner
*Lawler, T. B.	70 Years of Textbook Publishing	Ginn
*Raymond, Harold	Publishing and Bookselling	Oxford
*Stevens, George	Lincoln's Doctor's Dog	Lippincott

* Published or Revised in 1939.
† Out of print.

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Editor & Publisher's Annual Report on Schools of Journalism

The year here reviewed was a significant one for professional education in preparation for the practice of journalism. The activity of the new National Council representing newspaper organizations and schools of journalism has resulted in a 1940 definition of the aims and standards of professional education, moving the criteria for the recognition of journalism schools a step nearer the ideal.

New Title Assumed

The new group, which was known for some years as the Joint Committee of Schools of Journalism and Newspaper Groups, has now become a National Council for Professional Education in Journalism. It has taken the initial and important steps of bringing schools and newspaper organizations into agreement on matters of professional interest, adopting a statement of principles and standards for education in journalism, and setting for itself a program of espousing its principles and standards and helping the schools live up to them.

The principles and standards are subject to revision from time to time, but the fundamentals are well conceived. The document will be ready for publication soon. The chief point on which it goes beyond previous advisory statements for schools of journalism is in declaring that a school should maintain requirements above those for graduation from the liberal arts college of the institution of which it is a part. In the statement, more attention is given to qualitative measures of the schools than in the rules developed in 1917 and later years by the American Association of Schools and Departments of Journalism.

Because school men and members of the press generally have long been aware of the existence of a different and older council on education, it may be a matter of clarification to note that the older council (the National Council on Education for Journalism) is composed exclusively of members of the American Association of Schools and Departments of Journalism. It formulates and administers rules for admission to that body, whereas the new council (the National Council for Professional Education in Journalism) is composed of members of a half dozen organizations and is, in effect, a standing and permanent joint committee of schools and practicing newspapermen.

Councils in Harmony

The two councils, and the organizations they represent, are in harmony in moving forward along lines that will be helpful to the schools and to the profession. There is general appreciation of the fact that additional organizations are entitled to representation in the new council, and that such groups as the trade press and the radio press have points of view that should find fuller expression; also that employe representation of a distinctive kind is a matter of employe right.

Because of the importance of the work that the new council is doing the present membership is here given in full: Caspar S. Yost, *St. Louis Globe-Democrat*, American Society of Newspaper Editors, chairman; Jerome D. Barnum, *Syracuse Post-Standard*, American Newspaper Publishers' Association, vice-chairman; Kenneth E. Olson, Northwestern University, one of the representatives of the American Association of Schools and Departments of Journalism, secretary-treasurer; Herbert M. Davidson, *Daytona Beach* (Fla.) *News-Journal*, Southern Newspaper Publishers' Association; Fred Pownall, *Iowa City Iowan*, Inland Daily Press Association; Howard Palmer, Greenwich (Conn.) Press, National Editorial Association; and Frank L. Martin, University of Missouri; Grant M. Hyde, University of Wisconsin; M. Lyle Spencer, Syracuse University; Ralph D. Casey, University of Minnesota; Carl W. Ackerman, Columbia University, severally representing the school organization. Also in attendance at a recent meeting of the Council, in Chicago, were: Arthur T. Robb, editor of *Editor and Publisher;* Neal Van Sooy, *Azusa* (Cal.) *Herald;* John B. Long, general manager of the California Newspaper Publishers Association; and John L. Meyer, of the Inland Daily Press Association.

Old AASDJ Council

The old "AASDJ" council, which continues its work of drafting and maintaining the standards of the *school* organization, is distinct from this new professional council. It consists at this time of the following: Lawrence W. Murphy, University of Illinois, chairman; Grant M. Hyde, University of Wisconsin; Eric W. Allen, University of Oregon; J. L. O'Sullivan, Marquette University; Charles E. Rogers, Iowa State College; James E. Pollard, Ohio State University; and Vernon McKenzie, University of Washington.

Up to the present time the school association and the *old* council have been the chief standardizing agencies in the professional field. Starting in 1917 with eight members, the association gradually expanded its membership by including schools and departments which met the standards it set up for admission. It now admits schools only by invitation, but some qualitative and quantitative measures of school programs, and necessary investigations, precede invitations to join. During 1938 and 1939 the membership was maintained at 32, no new schools being admitted.

The 32 institutions now making up the AASDJ membership are: Boston, Colorado, Columbia, Georgia, Illinois, Indiana, Iowa, Iowa State, Kansas, Kansas State, Kentucky, Louisiana State, Marquette, Michigan, Minnesota, Missouri, Montana State, Nebraska, New York, Northwestern, Ohio State, Oklahoma, Oregon, Pennsylvania State, Rutgers, Southern California, Stanford, Syracuse, Texas, Washington, Washington and Lee, and Wisconsin. These 32 institutions now graduate 1200 students a year, only one-third of whom look forward to careers on newspapers. The majority look forward to such specialties as trade journalism, publicity, advertising, magazines, radio press, house organs, and publishing house service.

Demand Exceeds Supply

Recorders of the schools emphasize the fact that not more than 400 of the major school graduates seek careers on newspapers each year. They consider this important because it shows that the schools are making the number of graduates bear an appropriate relationship to the number of positions in the field.

The list of "non-member" schools, several of which have made substantial progress during the past year, is approximately the same length as the member list. It numbers 34 institutions. The length of the list is due to the presence of several one-man departments and several departments in which publicity bureaus have been expanded by combining publicity duties and the teaching of journalism. There are, of course, a number of first rate institutions in the list and these are developing their work as rapidly as local conditions permit.

There is no discrimination against small universities in the setting of rules for professional schools. On the contrary, the rules are such that a small university of high standards should be able to meet them. Where small universities maintain law schools with five or six full professors, it does not seem too much to ask that the school of journalism be considered of sufficient importance to have three men of professional rank.

Non-Member Institutions

Institutions in the "non-member" list, so presented for convenience, are: Alabama, Arkansas, Baylor, Brigham Young, Butler, California, Creighton, Denver, Drake, Emory, Florida, Idaho, Kent State, Mercer, Michigan State, Nevada, North Carolina, North Dakota, Notre Dame, Ohio, Pennsylvania, Register, South Carolina, South Dakota, South Dakota State, Southern Methodist, Suffolk, Temple, Texas Christian, Texas State College for Women, Texas Technological, Washington University, Tulane, and West Virginia.

The 34 schools in the non-member list graduate about 420 students a year. Approximately 140 seek careers on newspapers and 280 seek careers in the specialties. Combined with the AASDJ list, this shows 540 graduates from *all* schools, seeking newspaper work, each year. These divide roughly into 270 for dailies and 270 for weeklies. This is about one for every eighth daily and one for every fortieth weekly.

Situation Improving

The general situation in the non-member schools is better now than it was several years ago. Already more than a score of colleges and universities have eliminated themselves voluntarily from the professional school field in journalism. There was a time when the only kind of course in journalism a teacher knew how to give was the kind given in professional schools to professional students. Now, however, high school, junior college, and general courses in journalism are no longer even semi-professional in content or emphasis. Today, institutions may earn distinctive standing in the field of non-professional and general value courses.

It should not be assumed that universities which hold membership in the American Association of Schools and Departments of Journalism have attained perfection. These schools are all committed to improving their work from year to year. More than average advances were made in 1939 by Columbia, Georgia, Illinois, Indiana, Iowa, Minnesota, Missouri, Northwestern, Ohio State, Stanford, Syracuse, and Wisconsin. The gains represent such factors as higher standards for admission or graduation, improvement of professional courses and sequences, increases in faculty maturity through advancement and retention of senior faculty members; improvement in quarters, laboratories, library resources, and facilities; enlargement of services with consequent increase in budget; and production of significant research.

Other schools in the AASDJ list have made notable gains in the last decade.

Data on the schools and departments of journalism mentioned in this report follow:

BREAKING 5 WORLD RECORDS

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(2) The cash subscription RECEIPTS were the largest ever taken in by a weekly publication from a contest—nearly $125,000.

(3) The NUMBER of subscriptions sold exceeded that of any other contest in weekly newspaper history—close to 50,000. It was exceeded by only a few daily contests in the old days, when the prize lists ran from $50,000 to $125,000.

(4) It had the greatest spread between the cost of the prizes and the gross receipts of any other newspaper contest in history. Its percentage of profit was the greatest.

(5) The publishers actually MADE MONEY on the contest subscriptions, above the cost of printing and publishing, and MORE NET money than any other subscription contest in weekly newspaper history, and probably also than any in daily newspaper history.

SAMPLES OF CONTESTS

ON A SMALL WEEKLY:

Total Receipts	$8,500.00
Total Expenses	4,000.00
GROSS PROFITS	$4,500.00

Circulation increase 50%. Other small weeklies have sometimes yielded $25,000.

ON A SMALL DAILY:

Total Receipts	$30,030.51
Total Expenses	15,970.85
GROSS PROFITS	$14,059.66

Doubled circulation (ABC) with addition of 3,359 New Subs.

ON A LARGE DAILY*:

Total Receipts	$275,500.00
Total Expenses	135,000.00
GROSS PROFITS	$140,500.00

* Pre-depression. Increase 30%, eliminating competitor.

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SCHOOLS OF JOURNALISM

Members of the American Association of Schools and Departments of Journalism

Prepared by DR. LAWRENCE W. MURPHY,
Authority on Problems of Professional Education

Boston University, Boston, Mass. General enrollment for first semester, 11,820. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Max R. Grossman, B.B.A., M.B.A., M.Ed., professor of journalism and head of the department; Harry B. Center, A.B., professor; John C. Scammell, A.B., professor; Biagio DiVenuti, B.J., M.C.S., associate professor; Malcolm W. Bayley, instructor; A. Lawrence MacKenzie, instructor; Ralph Blasden, A.B., instructor; W. Gordon Smith, B.S., consultant; Frank G. Jason, consultant. Enrollment: professional, 60; pre-professional, 61; miscellaneous, 29. Graduated in journalism last year (1938-39): 18 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha. Normal distribution of graduates: 80 per cent men.

Colorado, University of, Boulder, Colo. General enrollment for first quarter, 4,166. College of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Ralph L. Crosman, B.S., professor of journalism and director of the college; A. Gayle Waldrop, M. A., associate professor; Zell F. Mabee, M.A., assistant professor; Vernon F. Loughran, M.A., instructor. Enrollment: professional, 46; pre-professional, 80; miscellaneous, 3. Graduated in journalism last year (1938-39): 14 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 57 per cent men.

Columbia University, New York, N. Y. General enrollment for first semester, 17,500. Graduate School of Journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Carl W. Ackerman, A.M., LL.D., Litt.D., professor journalism and dean of the school; John W. Cunliffe, M.A., Litt.D., director (emeritus); Roscoe C. E. Brown, A.M., Litt.D., professor (emeritus); Charles P. Cooper, A.M., Litt.D., professor; Harold Livingston Cross, LL.B., professor; Douglas S. Freeman, Ph.D., LL.D., Litt.D., L.H.D., professor; Walter B. Pitkin, A.B., B.D., professor; Henry F. Pringle, A.B., professor; Herbert E. Hawkes, Ph.D., L.H.D., LL.D., professor; Robert Murray Haig, LL.D., Ph.D., professor; Herbert Brucker, A.B., B.Litt., assistant to the dean and associate professor; Theodore M. Bernstein, A.B., B.Litt., associate professor; Robert E. Garst, A.B., B.Litt., associate professor; Eleanor Carroll, A.B., B.Litt., M.S., assistant professor; John Stuart Hamilton, A.B., A.M., assistant professor; Elmo Roper, assistant professor; Paul W. White, B.Litt., M.S., assistant professor; Joseph L. Jones, A.B., B.Litt., associate; Lester Markel, B.Litt., associate; M. Lincoln Schuster, B.Litt., associate. Enrollment: graduate professional, 64. Graduated in journalism last year (1938-39): 54 masters, 2 special. Orgnizations: professional fraternities: Sigma Delta Chi. Normal distribution of graduates: 75 per cent men.

Georgia, University of, Athens, Ga. General enrollment for first semester, 3,428. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: John E. Drewry, A.B., B.J., A.M., professor of journalism and director of the school; Tyus Butler, A.B., A.M., assistant professor; Willett M. Kempton, A.M., assistant professor; Dyar E. Mason, Jr., A.B.J., A.M., assistant professor; Louis Griffith, A.B.J., assistant; W. T. Anderson, lecturer; Ellis Arnall, A.B., LL.B., lecturer; Lamar Q. Ball, lecturer; Otis A. Brumby, lecturer; Ed Danforth, B.S., lecturer; Bryan Lumpkin, lecturer; Harold Martin, A.B.J., lecturer; William S. Morris, A.B., lecturer; Elmer Ransom, B.S., M.S., lecturer; Ernest Rogers, A.B., lecturer; Leo Rogers, A.B.J., lecturer. Enrollment: professional, 135; pre-professional, 90; miscellaneous, 50. Graduated in journalism last year (1938-39): 52 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 60 per cent men.

Illinois, University of, Urbana, Ill. General enrollment for first semester, 16,000. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Lawrence W. Murphy, A.M., Litt.D., professor of journalism and director of the school; Reuel R. Barlow, A.M., professor; Fredrick S. Siebert, A. B., J.D., professor; Josef F. Wright, A.B., associate professor; O. C. Leiter, A.B., associate professor; Burrus S. Dickinson, Ph.D., assistant professor; Laurence R. Campbell, Ph.D., assistant professor; Manning David Seil, B.S., associate; Nelson H. Shere, M.A., D.D.S., instructor; Frank E. Schooley, B.S., instructor; Charles E. Flynn, M.A., assistant to director and instructor; Charles R. Frederick, M.S., instructor; John Paul Jones, M.A., instructor; Arthur N. Wildhagen, M.A., assistant in press photography; Frederick J. Keilholz, B.S., associate professor; Frederic A. Russell, Ph.D., professor; Eunice C. Mohr, B.S. in Lib. Sci., librarian. Enrollment: professional, 160; pre-professional, 200; miscellaneous, 400. Graduated in journalism last year (1938-39): 70 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Gamma Alpha Chi, Gamma Theta Phi, Alpha Delta Sigma. Normal distribution of graduates: 75 per cent men.

Indiana University, Bloomington, Ind. General enrollment for first semester, 7,800. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: John E. Stempel, M.S., professor of journalism and head of the department; Joseph A. Wright, A.M., professor; J. Wymond French, A.M., associate professor; Paul H. Wagner, A.M., instructor; E. Ross Bartley, lecturer; Paul Shideler, lecturer. Enrollment: professional, 94; pre-professional, 85; miscellaneous, 61. Graduated in journalism last year (1938-39): 28 bachelors, 2 masters. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 60 per cent men.

Iowa, University of, Iowa City, Iowa. General enrollmemnt for first semester, 10,487. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Frank L. Mott, M.A., Ph.D., professor of journalism and director of the school; Edward F. Mason, M.A., assistant professor; Frederick M. Pownall, M.A., assistant professor; Charles L. Sanders, M.A., assistant professor; Earl English, M.A., instructor; Winston Allard, B.A., assistant. Enrollment: professional, 115; pre-professional, 90; miscellaneous, 63. Graduated in journalism last year (1938-39): 37 bachelors, 7 masters. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 67 per cent men.

Iowa State College, Ames, Iowa. General enrollment for first semester, 6,478. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Charles E. Rogers, M.S., A.M., professor of journalism and head-elect of the department; Richard W. Beckman, B.S., M.S. assistant professor; K. R. Marvin, B.S., M.S., assistant professor; Katherine Goeppinger, B.S., assistant professor; Rodney Fox, B.S., instructor; Lauren K. Soth, B.S., M.S., assistant professor; Margaret Kumlien, B.S., graduate assistant; Clyde Zimmerman, B.S., graduate assistant. Enrollment: professional 60; pre-professional, 25; miscellaneous, 173. Graduated in journalism last year (1938-39): 15 bachelors, 2 masters. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 80 per cent men.

Kansas, University of, Lawrence, Kan. General enrollment for first semester, 4,637. Department of journalism a member of the American Associations of Schools and Departments of Journalism. Faculty: L. N. Flint, B.A., professor of journalism and chairman of the department; J. J. Kistler, M.A., assistant professor; H. L. Smith, M.A., assistant professor; R. B. Eide, M.A., assistant professor; R. A. Heady, M.S., instructor; William Jensen, B.S., asst. instructor and supervisor of news laboratory. Enrollment: professional, 131; pre-professional, 166; miscellaneous, 48. Graduated in journalism last year (1938-39): 40 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 65 per cent men.

Kansas State College of Agriculture and Applied Science, Manhattan, Kan. General enrollment for first semester, 4,071. Department of journalism a member of the American Association of Schools and Departments of Industrial Journalism. Faculty: E. T. Keith, B.S., acting head of the department of industrial journalism until July 1, when R. I. Thackrey will become head; E. M. Amos, B.S., associate professor; Helen P. Hostetter, A.B., M.S., associate professor; Ralph R. Lashbrook, B.S., associate professor; Hillier Krieghbaum, B.A., M.A., assistant professor; Paul I. Dittemore, B.S., instructor. Enrollment: professional, 56; pre-professional, 96; miscellaneous, 200. Graduated in journalism last year (1938-39): 40 bachelors, 1 master. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates, 65 per cent men.

Kentucky, University of, Lexington, Ky. General enrollment for first semester, 3,600. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: L. Niel Plummer, M.A., associate professor and head of the department; W. C. Tucker, M.A., assistant professor; Victor R. Portmann, B.J., assistant professor; Marguerite McLaughlin, A.B., assistant professor. Enrollment: professional, 52; pre-professional, 107; miscellaneous, 123. Graduated in journalism last year (1938-39): 27 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Theta Sigma Phi. Normal distribution of graduates: 65 per cent men.

Louisiana State University, University, La. General enrollment for first semester, 7,941. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Marvin G. Osborn, A.M., professor of journalism and director of the school; Marcus M. Wilkerson, Ph.D., professor; Bruce R. McCoy, A.B., associate professor; C. R. F. Smith, M.S., associate professor; Richard H. Wiggins, A.M., assistant professor; Thomas C. Shields, A.B., instructor; Siegfried Mickelson, A.B., instructor; Marjorie B. Arbour, A.M., instructor; Rosilla H. Callaghan, B.L.S., librarian. Enrollment: professional, 74; pre-professional, 67; miscellaneous, 67. Graduated in journalism last year (1938-39): 19 bachelors, 3 masters. Organizations: professional fraternities: Theta Sigma Phi, Sigma Delta Chi. Normal distribution of graduates: 65 per cent men.

Marquette University, Milwaukee, Wis. General enrollment for first semester, 5,100. College of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: J. L. O'Sullivan, B.J., professor of journalism and dean of the college; Joseph H. Mader, A.M., associate professor; Earl H. Huth, A.M., assistant professor; David R. Host, A.M., assistant professor; E. S. Carpenter, A.B., instructor; Leonard Goneau, Ph.B., instructor; Walter Belson, Litt. B., lecturer; Richard S. Davis, B.A., lecturer; Walter Mattison, LL.B., lecturer; Joseph I. Pettit, Ph.B., lecturer. Enrollment: professional, 92; pre-professional, 112. Graduated in journalism last year (1938-39): 38 bachelors, 2 masters. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 80 per cent men.

Michigan, University of, Ann Arbor, Mich. General enrollment for first semester, 10,000. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: John L. Brumm, A.M., professor of journalism and head of the department; Wesley H. Maurer, A.B., B.S., B.J., associate professor; Donal H. Haines, A.B., associate professor. Enrollment: Professional, 50; miscellaneous, 65. Graduated in journalism last year (1938-39): 29 bachelors, 7 masters. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 75 per cent men.

Minnesota, University of, Minneapolis, Minn. General enrollment for first semester, 15,300. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Ralph D. Casey, M.A., Ph.D., professor of journalism and chairman of the department; Thomas F. Barnhart, M.A., professor; Ralph O. Nafziger, M.A., Ph.D., professor; Mitchell V. Charnley, M.A., associate professor; Edwin H. Ford, M.A., M.S., assistant professor; Fred L. Kildow, A.B., assistant professor. Enrollment: professional, 127; pre-professional, 75; miscellaneous, 50. Graduated in journalism last year (1938-39): 63 bachelors, 4 masters. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 70 per cent men.

Missouri, University of, Columbia, Mo. General enrollment for first semester, 5,589. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Frank L. Martin, A.B., professor of journalism and dean of the school; Roscoe B. Ellard, A.B., B.J., A.M., professor; James E. Gerald, A.B., B.J., A.M., associate professor and field representative Missouri Press Association; Emory K. Johnston, B.J., A.M., associate professor; Thomas C. Morelock, B.J., A.M., associate professor; Eugene W. Sharp, A.B., B.J., A.M., associate professor; Vaughn Bryant, B.J., assistant professor; Frances Grinstead, B.J., A.M., assistant professor; Donald H. Jones, B.J., A.M., assistant professor; Lester E. Finley, B.J., instructor; William F. Swindler, A.B., A.M., instructor; Louis H. Edmonson, graduate assistant; Ben W. Goldberg, B.S., A.M., graduate assistant; Milton E. Gross, B.J., graduate assistant; Earl L. McPeak, laboratory assistant. Enrollment: professional, 361. Graduated in journalism last year (1938-39): 177 bachelors, 13 masters. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Gamma Alpha Chi. Normal distribution of graduates: 65 per cent men.

Montana State University, Missoula, Mont. General enrollment for first semester, 2,000. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: R. L. Housman, M.A., Ph.D., professor of journalism and executive head of the school; A. C. Cogswell, B.A., assistant professor; E. B. Dugan, B.J., instructor; C. W. Hardy, instructor; A. L. Stone, B.S., professor and dean (emeritus). Enrollment: professional, 40; pre-professional, 80; miscellaneous, 140. Graduated in journalism last year (1938-39): 18 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 60 per cent men.

Nebraska, University of, Lincoln, Neb. General enrollment for first semester, 7,000. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Gayle C. Walker, A.M., professor of journalism and director of the school; Forrest C. Blood, A.M., professor; Robert P. Crawford, A.M., professor; Sherlock B. Gass, Ph.B., professor; James E. Lawrence, LL.B., professor; Lawrence L. Pike, M.A., instructor. Enrollment: professional, 88; pre-professional, 126; miscellaneous, 50. Graduated in journalism last year (1938-39): 29 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Gamma Alpha Chi. Normal distribution of graduates: 50 per cent men.

New York University, New York, N. Y. General enrollment for first semester, 30,408. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: H. B. Rathbone, Litt.D., professor of journalism and chairman of the department; Leon R. Whipple, A.M., professor; Gregory Mason, Ph.D., assistant professor; John Bakeless, Ph.D., assistant professor; Sylvia Chatfield Bates, A.B., assistant professor; Helen Scott Mann, B.J., A.M., assistant professor; Helen J. Beattie, B.S., A.M., instructor; Lillian R. Block, B.S., instructor; Hector Perrier, A.B., instructor; George Aubrey Hastings, instructor. Enrollment: professional, 182; pre-professional, 84; miscellaneous, 385. Graduated in journalism last year (1938-39): 46 bachelors. Organizations: professional fraternities: Theta Sigma Phi. Normal distribution of graduates: 65 per cent men.

Northwestern University, Evanston, Ill. General enrollment for first semester, 15,406. School of journalism a member of the American Association of Schools and Departments of journalism. Faculty: Kenneth E. Olson, M.A., professor of journalism and dean of the school; Charles L. Allen, M.A., assistant to the dean and professor; John T. Frederick, M.A., professor; Walter K. Smart, Ph.D., professor; William R. Slaughter, associate professor and educational adviser of Chicago Division; Floyd G. Arpan, M.S. in J., assistant professor; Roland E. Wolseley, M. S. in J., assistant professor; Mrs. Lucy Rogers Hawkins, M.A., lecturer; Lewis W. Hunt, B.A., lecturer; Paul Hutchinson, D.D., Litt.D., lecturer; Frederick N. Litten, B.A., lecturer; Curtis D. MacDougall, Ph.D., lecturer; Irving Pflaum, J.D., lecturer; Elmo Watson, M.S. in J., lecturer; and 6 assistants. Enrollment: senior and graduate professional, 86; undergraduate professional, 155. Graduated in journalism last year (1938-39): 45 bachelors, 22 masters. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 65 per cent men.

Ohio State University, Columbus, Ohio. General enrollment for first semester, 12,000. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: James E. Pollard, M.A., Ph.D., professor of journalism and director of the school; N. M. Luxon, B.Sc. in J., M.A., Ph.D., associate professor; E. N. Doan, M.A., assistant professor; Lester C. Gatzloe, B.A., assistant professor; Harry B. O'Brien, M.A., lecturer; H. K. Schellenger, B.A., instructor. Enrollment: professional, 100; pre-professional, 175; miscellaneous, 55. Graduated in journalism last year (1938-39): 40 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 75 per cent men.

Oklahoma, University of, Norman, Okla. General enrollment for first semester, 6,935. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: H. H. Herbert, M.A., professor of journalism and director of the school; John H. Casey, A.M., professor; Fayette Copeland, A.M., associate professor; Grace E. Ray, M.A., assistant professor; Stewart Harral, M.A., assistant professor; Albert A. Sutton, M.A., assistant professor; Albert A. Sutton, M.A., assistant professor; Frances K. Hunt, A.M., instructor; Charles H. Brown, M.A., assistant; Louise Goodman, B.A., graduate assistant. Enrollment: professional, 89; pre-professional, 128; miscellaneous, 20. Graduated in journalism last year (1938-39): 41 bachelors, 1 master. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 50 per cent men.

Oregon, University of, Eugene, Ore. General enrollment for first semester, 3,615. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Eric W. Allen, A.B., professor of journalism and dean of the school; W. F. G. Thacher, M.A., professor; George S. Turnbull, M.A., professor; George H. Godfrey, B.S., associate professor; Robert C. Hall, associate professor; James L. C. Ford, M.A., assistant professor; Charles M. Hulten, M.A., assistant professor; John Henry Nash, LL.D., Litt.D., lecturer; Harry S. Schenk, B.A., assistant professor; Frank Short, B.S., instructor. Enrollment: professional, 95; pre-professional, 201; miscellaneous, 16. Graduated in journalism last year (1938-39): 38 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Gamma Alpha Chi. Normal distribution of graduates: 55 per cent men.

Pennsylvania State College, State College, Pa. General enrollment for first semester, 7,200. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Franklin Banner, B.J., B.A., M.A., B.L.J., professor of journalism and director of the department; Donald W. Davis, B.A., associate professor; Louis H. Bell, B.A., assistant professor; Braton R. Gardner, LL.B., assistant professor; William K. Ulerich, B.A., instructor. Enrollment: professional, 99; pre-professional, 127; miscellaneous, 200. Graduated in journalism last year (1938-39): 47 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Pi Delta Epsilon. Normal distribution of graduates: 65 per cent men.

Rutgers University, New Brunswick, N. J. General enrollment for first semester, 1,694. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Charles I. Allen, M.A., professor of journalism and director of the department; Hubert R. Ede, Ph.B., associate professor; Kenneth Q. Jennings, Litt.B., assistant professor; William H. Boyenton, B.S., instructor. Enrollment: professional, 66; pre-professional, 104. Graduated in journalism last year (1938-39): 20 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha. Normal distribution of graduates: 70 per cent men.

Southern California, University of, Los Angeles, Cal. General enrollment for first semester, 9,903. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Roy L. French, M.A., professor of journalism and director of the school; Ivan Benson, M.A., Ph.D., associate professor; Marc N. Goodnow, lecturer; Adamantios Th. Polyzoides, LL.B., lecturer; Charles Dillon, lecturer; Thomas Parker, A.B., lecturer; James Pope, J.D., lecturer; Sally F. Moore, A.B., lecturer; Louise E. Denny, A.B., assistant; Frank A. Naceley, M.A., associate professor; Malcolm F. Heslip, M.S., assistant professor. Enrollment: professional, 60; pre-professional, 83; miscellaneous, 37. Graduated in journalism last year (1938-39): 28 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma. Normal distribution of graduates: 60 per cent men.

Stanford University, Stanford University, Cal. General enrollment for first semester, 4,302. Division of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Chilton R. Bush, Ph.D., professor of journalism and executive head of the division; Clifford F. Weigle, M.A., assistant professor; Charles M. Hulten, M.A., acting assistant professor; Neal Van Sooy, A.B., lecturer; Richard A. Russell, A.B., lecturer; James C. Nute, A.B., lecturer; Rex Hardy, Jr., lecturer; Dan E. Clark II, teaching assistant; Robert F. Wilcox, fellow. Enrollment: professional, 56. Graduated in journalism last year (1938-39): 21 bachelors, 3 masters. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma. Normal distribution of graduates: 70 per cent men.

Syracuse University, Syracuse, N. Y. General enrollment for first semester, 6,641. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: M. Lyle Spencer, Ph.D., LL.D., Litt.D., professor of journalism and dean of the school; Douglass W. Miller, A.M., professor; Kenneth G. Bartlett, A.M., assistant professor; George L. Bird, Ph.D., assistant professor; Frank B. Hutchinson, A.B., assistant professor; Frederic E. Merwin, Ph.D., assistant professor; Paul M. Paine, Litt.D., lecturer; Beatty Raak, B.S., instructor. Enrollment: professional, 52; pre-professional, 225; miscellaneous, 38. Graduated in journalism last year (1938-39): 29 bachelors, 1 master. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of gradu-

(*Continued on page* 185)

SCHOOLS OF JOURNALISM

(Continued from page 184)

ates: 60 per cent men.

Texas, University of, Austin, Texas. General enrollment for first semester, 10,159. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Paul J. Thompson, B.J., M.B.A., professor of journalism and chairman of the department; William L. McGill, B.A., M.J., professor of journalism and director of student publications; DeWitt C. Reddick, B.J., M.A., associate professor; Arthur L. Brandon, M.A., LL.D., associate professor; Granville Price, B.A., M.A., assistant professor; Warren C. Price, B.A., M.A., assistant professor; Afton T. Wynn, B.H.E., tutor. Enrollment: professional, 157; pre-professional, 100; miscellaneous, 66. Graduated in journalism last year (1938-39): 51 bachelors, 1 master. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 50 per cent men.

Washington, University of, Seattle, Wash. General enrollment for first semester, 10,662. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Vernon McKenzie, M.A., professor of journalism and director of the school; Robert W. Jones, LL.B., M.A., professor; Byron H. Christian, M.A., associate professor; Merritt E. Benson, B.A., LL.B., associate professor; Robert S. Mansfield, M.A., assistant professor; Fred W. Kennedy, B.A., director of journalism laboratories. Enrollment: professional, 85; pre-professional, 172; miscellaneous, 80. Graduated in journalism last year (1938-39): 26 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 60 per cent men.

Washington & Lee University, Lexington, Va. General enrollment for first semester, 934. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: O. W. Riegel, M.A., associate professor of journalism and director of the department; R. P. Carter, B.A., instructor; C. Harold Lauck, B. A., instructor; R. H. Fuller, assistant. Enrollment: professional, 23; pre-professional, 41; miscellaneous, 107. Graduated in journalism last year (1938-39): 8 bachelors. Organizations: professional fraternities: Sigma Delta Chi. Normal distribution of graduates: 100 per cent men.

Wisconsin, University of, Madison, Wis. General enrollment for first semester, 11,438. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Grant M. Hyde, M.A., professor of journalism and director of the school; Frank Thayer, M.A., J.D., associate professor; Helen M. Patterson, M.A., assistant professor; Robert M. Neal, M.A., assistant professor; William A. Sumner, Ph.M., professor; Robert R. Aurner, Ph.D., professor; Don R. Fellows, M.A., associate professor; William M. Moore, M.A., lecturer; Robert M. Foss, M.A., type laboratory assistant; and six graduate assistants. Enrollment: professional, 141; pre-professional, 229. Graduated in journalism last year (1938-39): 71 bachelors, 9 masters. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Coranto. Normal distribution of graduates: 60 per cent men.

OTHER SCHOOLS OF JOURNALISM

Professional Divisions Not Members of the American Association of Schools and Departments of Journalism

Alabama, University of, Tuscaloosa, Ala. General enrollment for first semester, 5,500. Department of journalism. Faculty: A. Phillips Beedon, M.A., associate professor and head of the department; Randolph L. Fort, M.A., assistant professor; John Luskin, M.A., instructor; Doyle L. Buckles, M.A., instructor. Enrollment: professional, 70; pre-professional, 95; miscellaneous, 98. Graduated in journalism last year (1938-39): 25 bachelors. Normal distribution of graduates: 73 per cent men.

Arkansas, University of, Fayetteville, Ark. General enrollment for first semester, 2,754. Department of journalism. Faculty: W. J. Lemke, M.S. in J., associate professor and head of the department; J. A. Thalheimer, M.A., assistant professor. Enrollment: professional, 39; miscellaneous, 14. Graduated in journalism last year (1938-39): 9 bachelors. Normal distribution of graduates: 67 per cent men.

Baylor University, Waco, Texas. General enrollment for first semester, 2,300. Department of journalism. Faculty: Frank E. Burkhalter, Ph.B., A.B., professor of journalism and chairman of the department. Enrollment: professional, 41; miscellaneous, 76. Normal distribution of graduates: 70 per cent men.

Brigham Young University, Provo, Utah. General enrollment for first semester, 2,800. Department of journalism. Faculty: Carlton Culmsee, Ph.D., associate professor of journalism and chairman of the department; J. M. Jensen, M.A., professor; Wayne B. Hales, Ph.D., professor; T. Earl Pardoe, Ph.D., professor; Alonzo J. Morley, Ph.D., associate professor; E. M. Jenson, M.A., assistant professor; Oliver R. Smith, A.B., instructor; Arthur Gaeth, A.B., instructor; Weldon J. Taylor, B.S., M.B., instructor. Enrollment: professional, 11; pre-professional, 16; miscellaneous, 59. Graduated in journalism last year (1938-39): 2 bachelors, 2 masters. Organizations: Omega Nu. Normal distribution of graduates: 67 per cent men.

Butler University, Indianapolis, Ind. General enrollment for first semester, 1,851. Department of journalism. Faculty: Charles V. Kinter, M.S., associate professor and head of the department; Donald D. Burchard, B.A., assistant professor; Ellsworth Maxwell, B.A., lecturer; William A. Evans, M.A., lecturer; Noble Rophey, B.A., lecturer; Fred W. Lahr, B.A., lecturer; Samuel Pidgeon, B.A., lecturer; Maurice W. Clefeker, B.A., lecturer; Robert Howard, M.S., assistant. Enrollment: professional, 37; pre-professional, 84; miscellaneous, 41. Graduated in journalism last year (1938-39): 9 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 60 per cent men.

California, University of, Berkeley, Cal. General enrollment for first semester, 16,500. Department of journalism. Faculty: Robert W. Desmond, Ph.D., professor of journalism and chairman of the department; Walter Frederick, M.A., assistant and director of ASUC news bureau; Edwin Emery, A.B., assistant and assistant editor of the California Monthly; Harold Ellis, A.B., lecturer and manager of University News Service. Enrollment: professional, 68; pre-professional, 125; miscellaneous, 92. Graduated in journalism last year (1938-39): 16 bachelors. Organizations: professional fraternities: Theta Sigma Phi, Pi Delta Epsilon, Alpha Delta Sigma, Pi Alpha Sigma. Normal distribution of graduates: 50 per cent men.

Creighton University, Omaha, Neb. General enrollment for first semester, 2,750. School of journalism. Faculty: Rev. T. S. Bowdern, S.J., Ph.D., regent of the school; Stuart A. Mahuran, M.A., Litt.D., associate professor and director of the school; Hugh Fogarty, Ph.B., assistant professor; Joseph Murphy, B.S.C., instructor; Charles Bongardt, LL.D., professor. Enrollment: professional, 20; pre-professional, 54; miscellaneous, 3. Graduated in journalism last year (1938-39): 9 bachelors. Organizations: professional fraternities: Phi Epsilon, Pi Delta Chi. Normal distribution of graduates: 67 per cent men.

Denver, University of, Denver, Col. General enrollment for first semester, 3,236. Department of journalism. Faculty: Russell J. Hammargren, M.A., chairman of the department; Houston Waring, B.A., instructor; Jennett Letts, B.A., instructor. Enrollment: professional, 23; pre-professional, 19; miscellaneous, 150. Graduated in journalism last year (1938-39): 10 bachelors. Normal distribution of graduates: 50 per cent men.

Drake University, Des Moines, Iowa. General enrollment for first semester, 1,800. School of journalism. Faculty: Emery H. Ruby, A.M., professor of journalism and head of the department; Lynden E. Hoffman, Ph.B., LL.B., professor; Robert W. Root, M.J., lecturer; Helen Holley-Turner, A.B., instructor; Edwin G. Barrett, instructor; James J. Fiderlick, A.B., professor. Enrollment: professional, 52; pre-professional, 58; miscellaneous, 18. Graduated in journalism last year (1938-39): 11 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 50 per cent men.

Emory University, Atlanta, Ga. General enrollment for first semester, 1,643. Department of journalism. Faculty: Raymond B. Nixon, M.A., associate professor and head of the department; Dowling Leatherwood, M.A., assistant professor; James C. Seymour, M.A., assistant professor; Jot O. Sayer, A.B., assistant; Chesa Abernathy, A.B., lecturer; Marcus Bartlett, A.B., lecturer; Hunter S. Bell, B.Ph., lecturer; Ernest Rogers, B.S., lecturer. Enrollment: professional, 34; pre-professional, 40; miscellaneous, 90. Graduated in journalism last year (1938-39): 2 masters. Normal distribution of graduates: 100 per cent men.

Florida, University of, Gainesville, Fla. General enrollment for first semester, 3,500. Department of journalism. Faculty: Elmer J. Emig, M.A., professor of journalism and head of the department; William L. Lowry, B.A., assistant professor; Robert Hoag, B.A.J., lecturer; Frank S. Wright, B.S.J., lecturer. Enrollment: professional, 30; pre-professional, 27. Graduated in journalism last year (1938-39): 12 bachelors. Organizations: professional fraternities: Sigma Delta Chi. Normal distribution of graduates: 100 per cent men.

Idaho, University of, Moscow, Idaho. General enrollment for first semester, 2,900. Division of department of English. Faculty: Elmer F. Beth, M.A., assistant professor and head of division. Enrollment: professional, 20; pre-professional, 25; miscellaneous, 17. Graduated in journalism last year (1938-39): 7 bachelors. Normal distribution of graduates: 75 per cent men.

Kent State University, Kent, Ohio. General enrollment for first semester, 3,000. Department of journalism. Faculty: William Taylor, M.A., professor of journalism and chairman of the department; A. Clarence Smith, M.A., associate professor; Edward Kahn, lecturer; Merrick Mill, supervisor of student publications; Charles M. Conaway, lecturer. Enrollment: professional, 15; pre-professional, 92; miscellaneous, 104. Graduated in journalism last year (1938-39): 7 bachelors, 7 masters. Normal distribution of graduates: 50 per cent men.

Michigan State College, East Lansing, Mich. General enrollment for first semester, 6,633. Department of journalism. Faculty: A. A. Applegate, M.A., professor of journalism and head of the department; L. H. Gell, M.A., assistant professor; Ralph Norman, M.A., instructor; Gene Alleman, lecturer; J. G. Duncan, B.S., assistant editor; E. B. Swingle, assistant extension editor; R. J. Coleman, B.M., radio director. Enrollment: professional, 74; pre-professional, 48; miscellaneous, 432. Graduated in journalism last year (1938-39): 22 bachelors. Organizations: professional fraternities: Matrix N.W.S. Normal distribution of graduates: 75 per cent men.

Nevada, University of, Reno, Nevada. General enrollment for first semester, 1,200. Division of journalism. Faculty: A. L. Higginbotham, M.A., professor of journalism and head of the division; and five lecturers. Enrollment: professional, 19; pre-professional, 35; miscellaneous, 40. Graduated in journalism last year (1938-39): 2 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: University of Nevada Press Club. Normal distribution of graduates: 75 per cent men.

North Carolina, University of, Chapel Hill, N. C. General enrollment for first semester, 3,844. Department of journalism. Faculty: O. J. Coffin, A.B., professor of journalism and director of the department; Phillips Russell, A.B., professor; Walter Spearman, M.A., assistant professor. Enrollment: professional, 85; miscellaneous, 10. Graduated in journalism last year (1938-39): 35 bachelors. Normal distribution of graduates: 70 per cent men.

North Dakota, University of, Grand Forks, N. D. General enrollment for first semester, 1,828. Department of journalism. Faculty: G. Bjorn Bjornson, A.B., associate professor and head of the department; John Cameron Sim, A.B., instructor; Melvin Ruder, A.B., graduate assistant. Enrollment: professional, 18; pre-professional, 24; miscellaneous, 20. Graduated in journalism last year (1938-39): 8 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Matrix. Normal distribution of graduates: 75 per cent men.

Notre Dame, University of, Notre Dame, Ind. General enrollment for first semester, 3,000. Department of journalism. Faculty: John M. Cooney, Ph.D., professor of journalism and head of department; Thomas J. Barry, M.A., assistant professor; Edward J. Meehan, Litt.B., assistant professor; William D. Rollison, A.B., LL.M., assistant professor. Enrollment: professional, 48; pre-professional, 55; miscellaneous, 9. Graduated in journalism last year (1938-39): 24 bachelors. Normal distribution of graduates: 100 per cent men.

Ohio University, Athens, Ohio. General enrollment for first semester, 3,559. School of journalism. Faculty: George Starr Lasher, M.A., professor of journalism and director of the school; Norman R. Buchan, LL.B., M.A., instructor; Raymond W. Wild, M.A., instructor; Charles H. Harris, Ph.B., instructor; William F. Smiley, A.B., instructor; Dana Reilly, M.A., instructor. Enrollment: professional, 53; pre-professional, 45; miscellaneous, 20. Graduated in journalism last year (1938-39): 9 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Sigma Rho. Normal distribution of graduates: 65 per cent men.

Pennsylvania, University of, Philadelphia, Pa. General enrollment for first semester: 6,000. Division of the Department of English. Faculty: Reese D. James, Ph.D., professor of journalism and director; Matthias Shaaber, Ph.D., assistant professor; P. C. Ketchum, Ph.D., assistant professor; C. M. Dowlin, M.A., instructor. Enrollment: professional, 40; pre-professional, 50. Estimated number of graduates last year (1938-39): 15.

Rider College, Trenton, N. J. General enrollment for first semester, 1,028. Division of journalism. Faculty: Frederick Lum Ferris, Ph.B., M.A., head of the division of journalism; Chester A. McKinney, B.S., A.M., associate professor; Royal Henderson Ray, A.M., associate professor. Enrollment: miscellaneous, 12; professional, 34; pre-professional, 20. Estimated number of graduates last year (1938-39): 7 bachelors. Normal distribution of graduates: 65 per cent men.

Register College of Journalism, Denver, Colo. Affiliated with St. Thomas Seminary, Denver. Chartered professional college granting B. Jour., M. Jour., and D. Jour. degrees to selected students who engage in advanced study and directed practice in the offices of the Register (Catholic) newspaper. Bachelor's degree and special qualifications required for admission. Bishop Urban J. Vehr, D.D., director; Rt. Rev. Msgr. Matthew Smith, Ph.D., LL.D., Jour. D., editor; other staff members and graduate rank teachers. Enrollment not given.

South Carolina, University of, Columbia, S. C. General enrollment for first semester, 2,000. School of journalism. Faculty: J. Rion McKissick, M.A., LL.D., president of the university, professor of journalism and dean of the school; Samuel C. DePass, LL.B. professor; George A. Wauchode, M.A., Ph.D., Litt.D., professor; Havilah Babcock, A.M., Ph.B., Ph.D., professor. Enrollment: professional, 45; miscellaneous, 20. Graduated in journalism last year (1938-39): 9 bachelors.

South Dakota State College, Brookings, S. D. General enrollment for first semester, 1,300. Department of journalism. Faculty: L. E. Donelson, M.S., professor of journalism and head of the department; T. C. Ryther, M.A., assistant professor; Windsor Straw, B.S., instructor; E. B. Harding, B.S., instructor; G. L. Hardinge, B.S., instructor; A. D. Evenson, B.S., instructor; Esther Korstad, B.A., instructor; H. S. Hepner, B.A., instructor; Earl Bales, B.S., photography instructor. Enrollment: professional, 24; pre-professional, 23; miscellaneous, 15. Graduated in journalism last year (1938-39): 3 bachelors. Organizations: professional fraternities: Sigma Delta Chi. Normal distribution of graduates: 99 per cent men.

South Dakota, University of, Vermillion, S. D. General enrollment for first semester, 1,443. Department of journalism. Faculty: E. G. Trotzig, A.B., A.M., assistant professor and head of the department; G. R. Bauer, A.B., A.M., instructor; J. B. Townsley, A.B., lecturer. Enrollment: professional, 16; pre-professional, 22; miscellaneous, 61. Graduated in journalism last year (1938-39): 6 bachelors. Organizations: professional fraternities: Alpha Chi Alpha. Normal distribution of graduates: 50 per cent men.

Southern Methodist University, Dallas, Texas. General enrollment for first semester, 2,874. Department of journalism. Faculty: Lester Jordan, M.S.J., assistant professor and head of the department; George Bond, M.A., instructor; Wayne Gard, M.S.J., lecturer; Ima Herron, Ph.D., lecturer; Nathe Bagby, M.A., lecturer. Enrollment: professional, 32; pre-professional, 30; miscellaneous, 40. Graduated in journalism last year (1938-39): 9 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 50 per cent men.

Suffolk University, Boston, Mass. General enrollment for first semester, 1,047. College of journalism. Faculty: Carroll A. Lake, assistant professor of journalism and director of the college; Donald T. Brodine, A.M., assistant professor; Harland R. Ratcliffe, B.S., assistant professor; Charles Griffin, B.S., M.B.A., LL.B., assistant professor; Daniel M. Driscoll, A.B., instructor. Enrollment: professional, 5; pre-professional, 38; miscellaneous, 3. Graduated in journalism last year (1938-39): none. Normal distribution of graduates: 63 per cent men.

Temple University, Philadelphia, Pa. General enrollment for first semester, 5,900. Department of journalism. Faculty: H. B. Birdsong, A.B., B.J., Ph.M., professor of journalism and head of the department; J. Douglas Perry, A.B., A.M., assistant professor; Charles A. Wright, B.S., A.M., assistant professor; Lewis Meyers, B.S.C., assistant. Enrollment: professional, 43; pre-professional, 62; miscellaneous, 30. Graduated in journalism last year (1938-39): 25 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 67 per cent men.

Texas Christian University, Fort Worth, Texas. General enrollment for first semester, 2,042. Department of journalism. Faculty: J. Willard Ridings, A.M., professor of journalism and head of the department; De Witt Morgan, A.B., instructor; Douglas Tomlinson, LL.B., lecturer. Enrollment: professional, 31; pre-professional, 62; miscellaneous, 9. Graduated in journalism last year (1938-39): 7 bachelors. Normal distribution of graduates: 60 per cent men.

Texas State College for Women, Denton, Texas. General enrollment for first semester, 2,698. Department of journalism. Faculty: F. L. McDonald, Ph.D., professor and head of the department; Frank Rigler, A.M., assistant professor. Enrollment: professional, 30; pre-professional, 74; miscellaneous, 9. Graduated in journalism last year (1938-39): 11 bachelors. Organizations: professional fraternities: Theta Sigma Phi. Normal distribution of graduates: 100 per cent women.

Texas Technological College, Lubbock, Texas. General enrollment for first semester, 3,890. Department of journalism. Faculty: Cecil Horne, B.A., professor of journalism and head of the department; Louise Crawford Allen, B.A., instructor; Joseph B. Cowan, M.A., instructor. Enrollment: professional, 42; pre-professional, 97; miscellaneous, 32. Graduated in journalism last year (1938-39): 14 bachelors. Normal distribution of graduates: 50 per cent men.

Tulane University, New Orleans, La. General enrollment for first semester, 5,000. Department of journalism. Faculty: George E. Simmons, M.A., professor of journalism and head of the department; Ferdinand F. Stone, M.A., B.A. in Juris., B.C.L., J.S.D., lecturer; Burton L. Hotaling, M.A., instructor. Enrollment: miscellaneous, 23. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Theta Nu. Normal distribution of graduates: 60 per cent men.

Washington University, St. Louis, Mo. General enrollment for first semester, 5,800. Curriculum in journalism. Faculty: James N. McClure, M.B.A., assistant professor. Enrollment: professional, 10; pre-professional, 45; miscellaneous, 16. Graduated in journalism last year (1938-39): 7 bachelors. Normal distribution of graduates: 40 per cent men.

West Virginia University, Morgantown, W. Va. General enrollment for first semester, 3,154. School of journalism. Faculty: P. I. Reed, Ph.D., professor of journalism and director of the school; George R. Rinehart, M.A., assistant professor; H. B. Michelson, M.S.J., assistant professor. Enrollment: professional, 36; pre-professional, 85; miscellaneous, 10. Graduated in journalism last year (1938-39): 15 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Journaliers, Matrix. Normal distribution of graduates: 50 per cent men.

Woodbury College, Los Angeles, Cal. General enrollment for first semester, 1,500. School of journalism. Faculty: H. Phelps Gates, director; John Orlando Northcutt, instructor; Ruth Bumpas, A.B., instructor. Enrollment: professional, 40; miscellaneous, 125. Graduated in journalism last year (1938-39): 12 bachelors. Normal distribution of graduates: 50 per cent men.

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Advertising Club of Syracuse—Pres.: Frank B. Hutchinson, 768 Irving Ave.; Sec.: Miss Marciana Hughes, Syracuse Trust Company, 344 S. Warren St.

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Advertising Club of Charlotte—Pres.: P. H. Batte, Adv. Direc., Charlotte Observer; Exec. Sec.: Bomar Lowrance, The Mecklenburg Times.

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Advertisers' Club of Cincinnati — Pres.: Stanley Ferger, The Enquirer, 617 Vine St.; Sec.: A. H. Apking, The E. & J. Swigart Company, 32 W. Sixth St.

Cleveland Advertising Club—Hotel Statler —Pres.: John F. Patt, Station WGAR, Hotel Statler; Sec.-Mgr.: Horace C. Treharne, Cleveland Advertising Club, Hotel Statler.

Women's Advertising Club of Cleveland—Pres.: Mrs. Honor Gregory House, Pres., Gregory and Bolton, Inc., Citizens Building; Corres. Sec.: Laura A. Scott, R. L. Polk & Company, 113 St. Clair St.

Advertising Club of the Columbus Chamber of Commerce—Pres.: Harry J. Nichols, Mumm, Romer, Robbins & Pearson, Inc., 33 N. Grant Ave.; Sec.: Glenn C. Baker, Ruby Chemical Company, 68 McDowell St.

Advertising Club of Dayton—Pres.: Leonard Rausch, Gilbert-Baker-Midlam Company, 40 N. Jefferson St.

Women's Advertising Club of Toledo—515 Jefferson Ave.—Pres.: Mrs. Emily Leister, 346 Victoria Place; Sec.: Mrs. Esther Okun, Adv. Dept., Tiedtke Brothers.

Toledo Advertising Club—Pres.: Smither Merrill, Adv. Mgr., Toledo Edison Co., 502 Jefferson St.; Sec.-Treas.: Jack Hardin, Chamber of Commerce.

Advertising Club of Youngstown — Pres.: John P. Gillespie, First Federal Savings Bank; Sec.: Don W. Dawson, Better Business Bureau.

OKLAHOMA

Oklahoma City Advertising Club — Pres.: George W. Knox, Jr., 315½ N. Broadway; Sec.-Treas.: Wilbur Payn, Wilbur Payn Advertising Agency, Second at Lee.

Tulsa Advertising Federation—Pres.: H. Vinton Potter, Oklahoma Natural Gas Company, Seventh and Boston; Sec.: Edward T. Wigg, Better Business Bureau, 508 Tulsa Building.

OREGON

Klamath Falls Advertising Club—

Advertising Federation of Portland—277 Multnomah Hotel—Pres.: Allen R. Rinehart, Sales Mgr., Beaver Engraving Company; Sec.-Treas.: Harold Stone, Pacific Natl. Adv. Agency, Fenton Building.

Women's Advertising Club of Portland—Pres.: Miss Elsie Brown O'Bryan, Charles W. Sexton, 1101 Board of Trade Building; Sec.: Bernice Kuch, Oregon Institute of Technology, 831 S.W. Sixth Ave.

Salem Advertising Club — Pres.: Robert Sprague, Adv. Mgr., The Oregon Statesman; Sec.: Edwin E. Thomas, Mgr., Commercial Printing Department, Statesman Publishing Company.

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Advertising Club of Greensburg—Pres.: J. Minor Ewing, The Dobbs Co., Ligonier, Pa.; Sec.: Arnold Poole, Sears, Roebuck Co.

Advertising Club of Johnstown — Pres.: Tom Nokes, Sec.-Treas., Johnstown Poster Adver. Company, 301 Central Ave.; Sec.: Homer B. Ruffer, 305 Market St.

Poor Richard Club — 1319 Locust St., Philadelphia, Pa.—Pres.: G. Adolphe Wiedemann, The Evening Bulletin; Sec.: Dr. Franklin R. Cawl, Farm Journal & Farmer's Wife, Washington Square.

Philadelphia Club of Advertising Women—Pres.: Miss Margaret E. Ocker, Ocker Publications, 3701 N. Broad St.; Sec.: Miss Mary E. Defferly, Van Horn & Son, Twelth and Chestnut Sts.

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Women's Advertising Club of Pittsburgh —Pres.: Miss Dora C. Weiss, Milo Harding Company, Ltd., 617 Commonwealth Annex; Corres. Sec.: Delia Vaughn, Benedum-Trees Oil Company, Fourth Ave.

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TEXAS

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Dallas Advertising League—Pres.: Dudley B. Kennedy, Southwestern Paper Company, 1315 Pacific Ave.; Sec.-Treas.: Louis Yeidel, Texas Letter Company, Insurance Building.

Advertising Club of Fort Worth—Pres.: C. C. Johnson, Jr., Stafford-Lowdon Company, 1114 W. Daggett St.; Sec.-Treas.: Rowland Broiles, 814 Dan Waggoner Building; Asst. Sec.: Raymond McCarty, 814 Dan Waggoner Building.

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Advertising Club of Wichita Falls—Pres.: Spencer Teare, The Orchid Shop, 806 Indiana Ave.; Sec.-Treas.: W. S. Abbott, City National Bank, 8th and Scott Ave.

UTAH

Ogden Advertising Club — Pres.: A. N. Vendell, Utah Power and Light Company, 2324 Washington Blvd.; Sec.: George Cragun, Cragun Duplicating Shop, 319 Kiesel Building.

Salt Lake Advertising Club—Pres.: Mark Hampton, Hampton Advertising Agency, 404 Beneficial Life Building; Sec.: John R. Anderson, Quality Press, 52 Exchange Place.

WASHINGTON

Colfax Advertising Club—

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Seattle Junior Advertising Club — Pres.: Bob Reese, Seattle Times; Sec.: Roberta Henning, Erwin, Wasey & Co., Skinner Building.

The Advertising and Sales Association of Spokane—Pres.: W. R. Green, Western Union, 808 Sprague Ave.; Sec.: W. J. Rusch, Kent & Rusch, 420 Symons Bldg.; Managing Direc.: Frank J. Zeorlin, 725 First Ave.

Tacoma Advertising and Sales Club—Pres.: E. J. Ludeman; Sec.-Treas.: Hazel O. Evans, Anderson Printing Company, 758 Commerce St.

Girls Advertising Club (Tacoma)—Pres.: Miss Louise Frohmader, Craig Furniture Co., 1136 Broadway; Sec.: Miss Margaret Schamerhorn, Shell Oil Company, Inc., 1404 Center St.

WEST VIRGINIA

Advertising Club of Huntington — Pres.: Vernon C. Bailey, Radio Station WSAZ; Sec.-Treas.: Miss Thelma Lafferty, Koppers Store.

WISCONSIN

Advertising Club of Appleton — Pres.: Wayne Jones, Glouideman's Gaze Co., W. College Ave.; Sec.-Treas.: Arthur H. Benson, 115-119 W. College Ave.

Milwaukee Advertising Club — 758 N. Broadway—Pres.: A. G. Heinmiller, Sales Mgr., American Paper Company, 1224 W. Pierce St.; Sec.: H. Hascall, The Heinn Company, 326 W. Florida St.; Exec. Sec.: Mrs. D. Zoeller, Milwaukee Advertising Club, 758 N. Broadway.

Women's Advertising Club of Milwaukee —Pres.: Miss Helen Weiser, Sales Direc., Safety Envelope Manufacturing Co., 2307 N. 34th St.; Corres. Sec.: Mrs. Dorothy Kenealy, Commercial Letters, Inc., 733 N. Van Buren St.

Advertising Club of Racine—Pres.: Kenneth Roberts, 1010 Thirteenth St.; Sec.-Treas.: Robert Wentsel, Western Advertising Agency.

(*Continued on page* 187)

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Advertising Managers Bureau—New York State Dailies—Arthur Saunders, Mt. Vernon Argus, Mt. Vernon, N. Y., president; Russell C. Harris, 134 Admiral Road, Buffalo, N. Y., secretary-treasurer and manager.

Agricultural College Magazines Associated—Prof. W. A. Sumner, Univ. of Wisconsin, Madison, Wis., chairman of exec. committee.

Agricultural Publishers Association—W. H. Cowles, Jr., Pacific Northwest Farm Trio, Spokane, Wash., president; Glenn Buck, Nebraska Farmer, Lincoln, Neb., secretary; V. F. Hayden, Agricultural Publishers Assn., 323 N. Michigan Ave., Chicago, Ill., executive secretary.

Allied Daily Newspapers of Washington—Charles L. Sefrit, Bellingham Herald, Bellingham, Wash., president; Charles L. Sefrit, Bellingham Herald, Bellingham, Wash., chairman of the Board; Lew Seividge, 201 Capitol Park Bldg., Olympia, Wash., executive secretary.

Allied Sacramento Valley Newspapers—Fred McKenzie, Jr., Red Bluff News, Red Bluff, Calif., president; J. W. Sehorn, Woodland Democrat, Woodland, Calif., secretary.

American Agricultural Editors Association—Tom Ledley, Nebraska Farmer Editor, Lincoln, Neb., president; Vaughan Spencer, Kentucky Farmers Home Journal, Louisville, Ky., secretary.

American Association of Advertising Agencies—John Benson, president; Allen L. Billingsley, president, Fuller & Smith & Ross, Inc., Cleveland, chairman of the board, vice-president and treasurer; William Reydel, vice-president, Newell-Emmett Co., New York; vice-president: Guy C. Smith, executive vice-president, Brooke, Smith & French, Inc., Detroit, secretary, and E. De Witt Hill, vice-president, McCann-Erickson, New York, treasurer.

American Association of Schools and Departments of Journalism—Professor Vernon McKenzie, University of Washington, Seattle, Wash., president; Professor H. H. Herbert, University of Oklahoma, Norman, Okla., secretary-treasurer.

American Association of Teachers of Journalism—Professor Charles L. Allen, Northwestern University, Evanston, Ill., president; Professor H. H. Herbert, University of Oklahoma, Norman, Okla., secretary-treasurer.

American Newspaper Publishers Association—John S. McCarrens, Cleveland Plain Dealer, Cleveland, O., president; John S. Parks, Fort Smith Times-Record and Southwest American, Fort Smith, Ark., secretary; Cranston Williams, 370 Lexington Ave., New York, general manager.

American Paper and Pulp Association—D. C. Everest, Marathon Paper Mills Co., Rothschild, Wis., president; Charles W. Boyce, 122 E. 42nd St., New York, secretary.

American Press Society—Robert Amos Erwin, reporter, Washington Evening Star, Washington, D. C., president; Thomas D. Yutzy, 36 West 44th St., secretary for New York City; O. D. Donaldson, New York Times, New York, treasurer; Oliver Holden, New York Times, New York, executive director; Paul Scott Mowrer, Chicago Daily News, Chicago, Ill.; Dorothy Thompson, New York Herald Tribune, New York; Guy V. Miller, Pittsburgh Press, Pittsburgh, Pa.; Henry F. Burmester, Long Beach Press-Telegram, Long Beach, Cal., and Cary B. Wilmer, Jr., Atlanta Constitution, Atlanta, Ga., vice-presidents.

American Society of Newspaper Editors—Donald J. Sterling, Portland Journal, Portland, Ore., president; J. Roscoe Drummond, Christian Science Monitor, Boston, Mass., secretary; Dwight Marvin, Troy Record, Troy, N. Y., treasurer.

Arizona Newspapers Association—William P. Stuart, Prescott Courier-Journal, Prescott, Ariz., president; Charles Mitten, Mesa Journal-Tribune, Mesa, Ariz., first vice-president; Columbus Giraci, Holbrook Tribune, Holbrook, Ariz., second vice-president; George W. Chambers, Tucson Daily Star, Tucson, Ariz., secretary-treasurer.

Arkansas Press Association—Everett W. Pate, Rogers Daily News, Rogers, Ark., president; Everett W. Pate, Rogers Daily News, Rogers, Ark., chairman of the board; Mrs. E. R. Stafford, Springdale News, Springdale, Ark., treasurer; Sam Schwieger, P. O. Box 518, Fayetteville, Ark., field manager.

Associated Business Papers, The—Mason Britton, McGraw-Hill Publishing Co., 330 West 42nd St., New York, president; Stanley A. Knisely, 369 Lexington Ave., New York, executive vice-president; Schuyler Hopper, 369 Lexington Ave., New York, assistant executive vice-president.

Associated Court and Commercial Newspapers—Ross M. Blair, 208 Grant St., Pittsburgh, Pa., president; Ross M. Blair, 208 Grant St., Pittsburgh, Pa., chairman of the board; R. A. Talbot, 308 South 19th St., Omaha, Neb., secretary.

Associated Dailies of Florida—Carl Hanton, Ft. Myers News-Press, Ft. Myers, Fla., president; V. J. Obenauer, Jr., P. O. Box 1740, Jacksonville, Fla., secretary.

Associated Negro Press—C. A. Barnett, 3507 South Parkway, Chicago, Ill., president; I. Roland, 3507 South Parkway, Chicago, Ill., secretary.

Associated Ohio Dailies—R. C. Snyder, Sandusky Newspapers, Sandusky, O., president; F. W. Spencer, The Advocate, Newark, O., secretary; A. V. Dix, The Record, Ravenna, O., treasurer.

Associated Press—Robert R. McLean, Philadelphia Bulletin, Philadelphia, Pa., president; Kent Cooper, 50 Rockefeller Plaza, New York, secretary; Lloyd Stratton, 50 Rockefeller Plaza, New York, assistant secretary; L. F. Curtis, 50 Rockefeller Plaza, New York, treasurer.

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Association Canadian Advertisers, Inc.—Glen Bannerman, 137 Wellington St., West, Toronto, Ont., president; Miss F. E. Clotworthy, 1024 Federal Bldg., Toronto, Ont., secretary.

Association of Advertising Men—John P. McGuire, Whitney Manufacturing Co., 240 Madison Ave., New York, president; Thomas Hughes, National Export Advertising, Chrysler Bldg., New York, chairman of the board; Mack Leblang, Hazard Advertising Corp., 295 Madison Ave., New York, secretary; Thomas Tarpey, Lily Tulip Co., New York, treasurer.

Association of Foreign Press Correspondents in the U. S.—Robert Waithman, 75 West St., New York, president; Alan O. Trower, 50 Rockefeller Plaza, New York, secretary; Guenther Reinhardt, 95 Christopher St., New York, press secretary.

Association of National Advertisers, Inc.—Paul B. West, 330 W. 42nd St., New York, president; A. O. Buckingham, vice-president, Cluett-Peabody & Co., New York, chairman of the board; George S. McMillan, 330 W. 42nd St., New York, secretary.

Association of Newspaper Classified Advertising Managers—Wayne W. Moores, The Charlotte Observer, Charlotte, N. C., president and chairman of the board; Lawrence A. Amundson, The Daily Argus-Leader, Sioux Falls, S. D., secretary.

Association of Newsprint Manufacturers of the United States—Arthur L. Hobson, 15 State St., Boston, Mass., chairman; R. S. Kellogg, 342 Madison Ave., New York, secretary-treasurer; Louis W. Adams, 342 Madison Ave., New York, assistant secretary-treasurer.

Audit Bureau of Circulations—P. L. Thomson, public relations director, Western Electric Co., 195 Broadway, New York, president and chairman of the board; G. R. Schaefler, Marshall Field & Co., Chicago, Ill., secretary; James N. Shryock, Audit Bureau of Circulation, 165 W. Wacker Drive, Chicago, Ill., manager.

Baseball Writers Association of America—John Drebinger, New York Times, New York, chairman; Daniel M. Daniel, New York World-Telegram, New York, vice-chairman; Roscoe McGowen, New York Times, New York, secretary-treasurer.

Blue Pencil Club of Ohio—Dalton A. Young, Bellefontaine Examiner, Bellefontaine, O., president; Norval Neil Luxon, School of Journalism, Ohio State University, Columbus, O., secretary.

Boston Newspaper Club—Howard A. Moulton, Boston Post, Boston, Mass., editor-in-chief; E. Bigelow Thompson, Christian Science Monitor, Boston, Mass., managing editor; Joseph F. Dinneen, Boston Globe, Boston, Mass., reporter.

Buckeye Press Association—Richard R. Waltz, The Atlas, Delta, O., president; E. W. Lampson, The Gazette, Jefferson, O., executive secretary; Harold K. Schellenger, Ohio State University, Columbus, O., recording secretary; Ed M. Martin, 175 S. High St., Columbus, O., manager.

Bureau of Advertising, A.N.P.A.—William A. Thomson, director; Edwin S. Friendly, New York Sun, chairman of committee in charge; 370 Lexington Ave., New York, N. Y.

California Circulation Managers' Association—C. Robert Payne, San Jose News, San Jose, Calif., president; Phil Knox, Oakland Tribune, Oakland, Calif., chairman of the board; H. P. Yehling, The Times, Los Angeles, Calif., secretary.

California Newspaper Publishers' Assn.—Neal Van Sooy, Azusa Herald, president; John B. Lotz, Los Angeles, general manager.

California Newspaper Advertising Managers Association, Southern Division—F. S. Haynes, Redondo Beach Breeze, Redondo Beach, Calif., president; A. S. Adams, Glendale News-Press, Glendale, Calif., vice-president; Leon Wray, Anaheim Bulletin, Anaheim, Calif., secretary-treasurer.

Canadian Association of Advertising Agencies—E. W. Reynolds, E. W. Reynolds & Co., Ltd., Toronto, Ont., president; J. W. Thain, A. McKim, Ltd., Toronto, Ont., vice-president; A. J. Denne, A. J. Denne & Co., Ltd., Toronto, Ont., secretary-treasurer.

Canadian Daily Newspapers Association—William Wallace, Toronto Star, Toronto, Ont., president and chairman of the board; Arthur Partridge, 902 Excelsior Life Bldg., Toronto, Ont., manager and secretary.

The Canadian Press—W. Rupert Davies, The Whig-Standard, Kingston, Ont., president; J. A. McNeil, The Canadian Press, 44 Victoria St., Toronto, Ont., secretary and general manager.

Canadian Weekly Newspapers Association—H. T. Halliwell, The Journal, Coleman, Alta., president; C. V. Charters, Central Office, Brampton, Ont., managing director.

The Catholic Press Association—Charles H. Ridder, 369 Lexington Ave., New York, c/o The Catholic News, president; Humphrey E. Desmond, The Catholic Herald Citizen, 793 N. Jackson St., Milwaukee, Wis., secretary.

Central States Circulation Managers Association—John M. Canny, State Journal, Madison, Wis., president; R. M. McIntire, Register and Tribune, Des Moines, Iowa, chairman of the board; C. K. Jefferson, Register and Tribune, Des Moines, Iowa, secretary.

Cincinnati News Photographers Association—Charles Nerpel, Cincinnati Post, Cincinnati, Ohio, president; Eugene Smith, Cincinnati Post, Cincinnati, Ohio, secretary.

The Colorado Press Association, Inc.—C. O. Unfug, Sterling, Colo., president; Edwin A. Bemis, University of Colorado, Boulder, Colo., secretary and managing director.

Connecticut Editorial Association—Jerome S. Anderson, III, Stonington Mirror and Mystic Journal, Stonington, Conn., president; Edward A. Adler, Jr., Mystic, Conn., secretary.

Cuvier Press Club—George Fries, business manager, Times Star, 800 Broadway, Cincinnati, O., president; Maj. J. P. Robinson, 22 Garfield Place, Cincinnati, O., secretary; L. Roy Leonard, 22 Garfield Place, Cincinnati, O., manager; Louis A. Ribley, 22 Garfield Place, Cincinnati, O., public relations director.

Del-Mar-Va Press Association—W. Murray Metten, News-Journal Co., Wilmington, Del., president; A. O. H. Grier, News-Journal Co., Wilmington, Del., secretary.

Florida State Press Association—Tate Powell, Jr., Macclenny, Fla., president; Russell Kay, P. O. Box 929, Tampa, Fla., secretary.

The Football Writers Association—Stanley Woodward, New York Herald Tribune, New York, president; Lewis Burton, New York Journal and American, New York, secretary.

Georgia Press Association—J. Roy McGinty, Calhoun Times, Calhoun, Ga., president and chairman of the board; Hal M. Stanley, State Office Bldg., Atlanta, Ga., secretary; James C. Seymour, Emory University, Atlanta, Ga., field secretary.

Hoosier State Press Association—Foster W. Riddick, Post & Mail, Columbia City, Ind., president; Neil D. McCallum, Hotel Claypool, Indianapolis, Ind., secretary; E. C. Gorrell, Winamac, Ind., treasurer; Wray E. Fleming, 603 Indiana Trust Bldg., Indianapolis, Ind., manager and counsel.

Idaho State Editorial Association, Inc.—G. R. Maxwell, Shoshone, Idaho, president; John C. Porter, Rexburg, Idaho, secretary.

Illinois Daily Newspaper Markets, Inc.—E. K. Todd, Rockford Register Republican, Rockford, Ill., president; John Potter, Rock Island Argus, Rock Island, Ill., chairman of the board; F. Ward Just, Waukegan News-Sun, Waukegan, Ill., secretary; Paul Gorham, 403 Leland Bldg., Springfield, Ill., manager.

Illinois Daily Newspaper Mechanical Association—Harold Mintun, Decatur Herald & Review, Decatur, Ill., president; Edward S. Nagel, The News-Gazette, Champaign, Ill., secretary.

Illinois Press Association—G. C. Terry, Tri-County Press, Polo, Ill., president; W. L. Schmitt, Macoupin County Enquirer, Carlinville, Ill., chairman of the board; Fred S. Siebert, 101 Commerce Bldg., Urbana, Ill., secretary.

Indiana Associated Press—Paul R. Bausman, Washington Herald, Washington, Ind., president; Bennett Wolfe, secretary.

Indianapolis Press Club—Corbin L. Patrick, 2727 North Pennsylvania St., Indianapolis, Ind., president; Robert L. Hoover, 1124 North Butler Ave., Indianapolis, Ind., chairman of the board; E. Gerald Bowman, 5120 Guilford Ave., Indianapolis, Ind., secretary-treasurer and manager.

Inland Daily Press Association, Inc.—Tom H. Keene, editor, The Truth, Elkhart, Ind., president; Earl R. Chapman, general manager, The Journal, Flint, Mich., chairman of the board; John L. Meyer, 7 So. Dearborn St., Chicago, Ill., secretary-treasurer.

International Circulation Managers' Association—Don R. Davis, The News, Age-Herald, Birmingham, Ala., president; Jack Estes, The Dallas News, Dallas, Tex., chairman of the board; L. W. McFetridge, The Tulsa World, Tulsa, Okla., secretary.

International Labor Press of America—Matthew Woll, 570 Lexington Ave., New York, president and chairman of the board; R. E. Woodmansee, 223½ S. Sixth St., Springfield, Ill., secretary and manager.

International Photo-Engravers' Union of North America—Edward J. Volz, Room 1110, 292 Madison Ave., New York, president; Henry F. Schmal, 3138 S. Grand Blvd., St. Louis, Mo., secretary.

International Typographical Union—C. M. Baker, Box 428, Indianapolis, Ind., president; Woodruff Randolph, Box 728, Indianapolis, Ind., secretary.

Interstate Advertising Managers' Association—George A. Lessig, Pottstown Mercury, Pottstown, Pa., president; Howard C. Berky, North Penn Reporter, Lansdale, Pa., secretary; Richard Macdonald, Courier Post Newspapers, Camden, N. J., treasurer.

Iowa Daily Newspaper Mechanical Conference—Guy Chappell, Press-Citizen, Iowa City, Iowa, president; Paul F. Kamler, Clinton Herald, Clinton, Iowa, secretary.

Iowa Press Association—Leon Barner, Northwood, Iowa, president and chairman of the board; S. E. Tennant, Colfax, Iowa, secretary; Paul Woods, Sheldon, Iowa, treasurer; Don Reid, 404-A Shope Bldg., Des Moines, Iowa, managing director.

Kansas Press Association—Walter G. Carlile, Jamestown, Kansas, Optimist, President.

Kansas Women's Press Club—Mrs. Sue Durant, Topeka State Journal, Topeka, Kan., president.

Kansas State Editorial Association—A. Q. Miller, Telescope, Belleville, Kan., president; H. C. Sticher, Topeka, Kan., secretary.

Kentucky Press Association—Thos. B. Underwood, The Herald, Lexington, Ky., president; Russell Dyche, Sentinel-Echo, London, Ky., chairman of the board; J. Curtis Alcock, Daily Messenger, Danville, Ky., secretary.

Maine Daily Newspaper Publishers Association—Frank B. Nichols, Bath, Me., Times, president and chairman of the board; Geo. W. Bridgman, Biddeford, Me., secretary; Cabel Lewis, Waterville, Me., treas.

Michigan Press Association—Romaine McCall, co-publisher, Gratiot County Herald, Ithaca, Mich., president; Schuyler Marshall, Clinton County Republican-News, St. Johns, Mich., chairman of the board; Nelson D. Brown, business manager, Ingham County News, Mason, Mich., secretary-treasurer; Gene Alleman, manager.

Mid-Atlantic Circulation Managers Association—D. C. Johnson, Burlington Times-News, Burlington, N. C., president; Will X. Coley, Raleigh News & Observer, Raleigh, N. C., secretary-treasurer.

Midwest Circulation Managers Association—G. E. Carvell, circulation manager, St. Louis Post-Dispatch, St. Louis, Mo., president; J. M. Rankin, circulation director, Capper Publications, Topeka, Kan., chairman of the board; G. R. Boyd, The Examiner, Independence, Mo., secretary.

Milwaukee Association of Industrial Advertisers—James Tate, Delta Manufacturing Company, 600 E. Vienna Ave., president; L. H. Billing, The Falk Corp., 3001 W. Canal St., secretary.

Milwaukee Press Club—Lloyd Gladfelter, Milwaukee Journal, Milwaukee, Wis., president; Ira Bickhart, Milwaukee Sentinel, Milwaukee, Wis., vice-president; Walter Wyrick, Milwaukee Journal, Milwaukee, Wis., treasurer; Carl F. Meyer, Meyer News Service, 707 N. Broadway, Milwaukee, Wis., secretary.

Minnesota Circulation Managers Association—Lefty Hymes, Republican Herald, Winona, Minn., president; E. W. Roof, Austin Daily Herald, Austin, Minn., chairman of the board; W. H. Lee, Jr., Daily News, Faribault, Minn., secretary-treasurer.

Minnesota Editorial Association—E. E. Howard, Wheaton, Minn., president; Allen E. McGowan, 433 Palace Bldg., Minneapolis, Minn., secretary.

Mississippi Press Association—Stokes Sanders, Kosciusko, Miss., president and chairman of the board; J. L. McCorkle Hazlehurst, Miss., secretary.

Missouri Associated Dailies—Mitchell White, The Ledger, Mexico, Mo., president; George P. Johnston, The Sun-Gazette, Fulton, Mo., secretary.

Missouri Press Association, Inc.—Clint H. Denman, Sikeston Herald, Sikeston, Mo., president and chairman of the board; Edward Gerald, 220 Walter Williams Hall, Columbia, Mo., manager.

Montana State Press Association—Lloyd Raw, Lewistown, Mont., president; Henry O. Woare, Box 505, Helena, Mont., secretary-treasurer.

(*Continued on page 188*)

ADVERTISING CLUBS OF U. S. AND CANADA

(*Continued from page 186*)

Advertising Club of Ottawa (Ontario)—Pres.: Wray R. Patterson, Murphy-Gamble, Ltd., Sparks St.; Sec.: Graeme Fraser, John Powis Company.

The Advertising and Sales Club of Toronto—Royal York Hotel—Pres.: Hall Linton, Consolidated Press, Ltd., 73 Richmond St., W.; Sec.: E. G. Hirst, Might Directories, Ltd., 74-76 Church St.

Advertising and Sales Club of Hamilton—Pres.: Adam H. Clark, Adam Clark, Ltd., 7 Main St., W.; Sec.-Treas.: Frank L. J. Seldon, Office Specialty Mfg. Co., Ltd., 422 Terminal Building.

Waterloo Sales and Advertising Club (Kitchener)—Pres.: James Washburn, 14 Ontario St., S., Kitchener, Ontario, Canada; Sec.: C. M. Lester, Dunker Building, Kitchener, Ontario, Canada.

Advertising and Sales Club of London (Ontario)—Pres.: Fred B. Isaacs, Middlesex Motors, Ltd.; Sec.-Treas.: Alexander R. Morrison, 502 Bell Telephone Building.

Advertising and Sales Executives Club of Montreal—Mount Royal Hotel—Pres.: Rene B. Perrault, Pres., Cumming-Perrault, Ltd., 1640 St. Catherine St., W.; Sec.-Treas.: William H. Barker, Advertising and Sales Executives Club of Montreal, Mount Royal Hotel.

Women's Advertising Club of Toronto—Pres.: Grace M. Ingham, Oneida, Ltd., 570 King St., W.; Sec.: Miss Verna Irwin, McDonald Holmes, 615 Yonge St.

Young Men's Advertising and Sales Club of Toronto—Pres.: D. G. Armstrong, Bell Telephone Company of Canada, 76 Adelaide West; Sec.: A. B. May, Mailways, 137 Wellington West.

Advertising and Sales Bureau Vancouver Board of Trade—805 Marine Building—Chair.: Reg. M. Dagg, Station CWKX, 801 W. Georgia St.; Sec.: W. G. Welsford, 805 Marine Building.

Junior Advertising and Sales Club (Vancouver)—

Advertising and Sales Club of Windsor—Pres.: John C. McGuire, Chrysler Corporation of Canada, Ltd.; Sec.: Mervin Gregory, Windsor Utilities Commission, Hydro Division, Chatham Street, W.

MEXICO

Mexican Advertising League—Asociacion Nacional de Publicistas (Mexico City)—Pres.: Eduardo Correa, Avenue Juarez 30, Mexico City, Mexico; Sec.: Miss Junita Guerra, Adv. Mgr., Productos Nestle, S.A., Balderas 32, Mexico City, Mexico.

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ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA

(Continued from page 187)

National Association of Broadcasters — Neville Miller, 1626 K St., N.W., Washington, D. C., president and chairman of the board; Edwin M. Spence, same address, secretary-treasurer.

National Council on Professional Education for Journalism — Caspar Yost, Globe Democrat, St. Louis, Mo., chairman; Jerome Barnum, Post Standard, Syracuse, N. Y., vice-chairman; Dean Kenneth E. Olson, Northwestern University, Evanston, Ill., secretary.

National Editorial Association — Howard W. Palmer, The Press, Greenwich, Conn., president; Arne Rae, 211 W. Wacker Drive, Chicago, Ill., executive secretary.

National Industrial Advertisers Association, Inc.—Charles McDonough, Combustion Engineering Co., 200 Madison Ave., New York, president; R. Louis Towne, Surface Combustion Corp., Toledo, O., secretary-treasurer; Mildred R. Webster, National Industrial Advertisers Association, Inc., 100 E. Ohio St., Chicago, Ill., headquarters secretary.

National Newspaper Promotion Association —Ivan Veit, The New York Times, New York City, president; Ramon Cram, Columbus Dispatch, Columbus, O., secretary.

National Press Club—Richard L. Wilson, Register & Tribune, Des Moines, Iowa, president; Melbourne Christerson, Associated Press, New York City, vice-president; James E. Warner, Journal, Providence, R. I., secretary; Charles A. Hamilton, Press, Binghamton, N. Y., treasurer.

National Publishers Association, Inc. — William B. Warner, president, McCall Corp., 230 Park Ave., New York City, president and chairman of the board; F. L. Wurzburg, Conde Nast Publications, 420 Lexington Ave., New York City, secretary; A. S. Moore, Hearst Magazines, New York City, treasurer; George C. Lucas, 232 Madison Ave., New York City, executive secretary.

Nebraska Press Association — Emil Von Seggern, West Point Republican, West Point, Neb., president; F. O. Edgecombe, Geneva, Neb., treasurer; Fred J. Minder, 129 N. 9th St., Lincoln, Neb., manager.

Nevada State Press Association — Leigh Sanford, Reno Evening Gazette, Reno, Nev., president; J. R. McCloskey, Independent-News, Hawthorne, Nev., secretary.

New England Association of Circulation Managers — Frank R. Brailsford, Lawrence Eagle Tribune, Lawrence, Mass., president; Edward Byron, Kennebec Journal, Augusta, Me., secretary.

New England Daily Newspaper Composing Room Executives' Association—John Laing, Union-Leader, Manchester, N. H., president; Herbert F. Haake, 85 Kingswood Road, Auburndale, Mass., secretary.

New England Newspaper Advertising Executives Association—Rudolph M. Hennick-Waterbury Republican and American, Waterbury, Conn., president; Arthur T. Brush, Manchester Union-Leader, Manchester, N. H., vice-president; H. M. Healy, Transcript-Telegram Publishing Co., Inc., Holyoke, Mass., secretary.

New Hampshire Weekly Publishers Association — Lincoln D. Fitzpatrick, Laconia, N. H., president; Miss M. Suzanne Loizeaux, Plymouth, N. H., secretary-treasurer.

New Jersey Press Association—Wayne D. McMurray, Asbury Park Press, Asbury Park, N. J., president and chairman of the board; Dr. Frank B. Hutchinson, executive secretary.

New Mexico Press Association—Richard Hindley, Clovis, N. M., president and chairman of the board; Doc Kirby, Portales, N. M., and David Bronson, Las Cruces, secretaries.

Newspaper Advertising Executives' Association—Forrest R. Geneva, Des Moines Register & Tribune, Des Moines, Iowa, president; C. E. Phillips, Rockford Star Register-Republican, Rockford, Ill., vice-president.

Newspaper Association Managers, Inc.—Fred Minder, Nebraska Press Association, Hotel Lincoln, Lincoln, Neb., president; Don Reid, 404-A Shops Bldg., Des Moines, Iowa, manager and secretary.

Newspaper Credit Managers Association—James M. Kirshner, credit manager, The New York Times, 229 W. 43rd St., New York City, president; Hal. J. Loomis, credit manager, The New York World-Telegram, 125 Barclay St., New York City, secretary.

Newspaper Libraries Group of the Special Libraries Association—Paul P. Foster, librarian, The Philadelphia Inquirer, Philadelphia, Pa.; John Kidman, librarian, The Montreal Gazette, Montreal, Que., secretary-treasurer.

Newspaper Representatives Association of Chicago—C. A. G. Kuipers, 203 N. Wabash Ave., Chicago, Ill., president; Paul Ray, 307 N. Michigan Ave., Chicago, Ill., secretary; Agnes M. Beel, 360 N. Michigan Ave., Chicago, Ill., executive secretary and manager.

Newspaper Representatives Association of New York—R. H. McKinney, 30 Rockefeller Plaza, New York City, president; J. L. Ferguson, 60 E. 42nd St., New York City, secretary.

Newspaper Representatives Association of San Francisco — R. A. Claypool, Williams, Lawrence & Cresmer Co., 681 Market St., San Francisco, Cal., president; D. V. Huguenin, John B. Woodward Co., Russ Bldg., San Francisco, Cal., secretary.

Newspaper Women's Club of Washington—(Miss) Katharine Brooks, The Evening Star, Washington, D. C., president; Harriet Ventress Heald, Newspaper Information Service, 1013—13th St., Washington, D. C., secretary; (Miss) Margaret Germond, The Evening Star, Washington, D. C., treasurer.

New York Associated Dailies — James E. Stiles, Nassau Daily Review-Star, Rockville Centre, N. Y., president; William B. LeFavour, Amsterdam Recorder, Amsterdam, N. Y., secretary-treasurer.

New York Press Association—Lee W. McHenry, Oneida, N. Y., president and chairman of the board; Jacob H. Strong, Jr., Rhinebeck, N. Y., secretary; Dr. Fred E. Merwin, Syracuse University, acting field secretary.

New York State Circulation Managers Association — Kenneth L. Butler, The Union-Star, Schenectady, N. Y., president; Alfred W. Cockerill, The Binghamton Press, Binghamton, N. Y., secretary.

New York State Legislative Correspondents Association — Benjamin J. Atlas, De Witt Clinton Hotel, Albany, N. Y., president; Leo W. O'Brien, State Capitol, Albany, N. Y., chairman of the board; George W. Herrick, State Capitol, Albany, N. Y., secretary; Raymond I. Borst, State Capitol, Albany, N. Y., treasurer.

New York State Publishers' Association—E. M. Waterbury, Oswego N. Y. Palladium-Times, president; Arthur J. Gordon, Syracuse N. Y. Post-Standard, secretary-treasurer; Karl H. Thesing, 405 Post Standard Bldg., Syracuse, N. Y., executive secretary.

New York State Society of Newspaper Editors—Harold Sanford, editor, Rochester Democrat & Chronicle, Rochester, N. Y., president; Raymond D. Heath, Rome Daily Sentinel, Rome, N. Y., secretary.

North and East Texas Press Association —Jack McDermott, The News, Lufkin, Tex., president; Fred I. Massengill, Daily Tribune, Terrell, Tex., secretary.

Northern California Advertising Managers Association — Clarence R. Law, San Rafael Independent, San Rafael, Calif., president and chairman of the board; Fred L. Warnholz, Contra Costa Gazette, Martinez, Calif., secretary.

North Carolina Association of Afternoon Dailies—C. M. Waynick, High Point Enterprise, High Point, N. C., president and chairman of the board; H. A. Cecil, High Point Enterprise, High Point, N. C., secretary; Henry Averill, Box 1309, Raleigh, N. C., manager.

North Carolina Press Association—W. E. Horner, Sanford, N. C., president; Miss Beatrice Cobb, Morganton, N. C., secretary.

North Dakota Press Association — Harry O'Brien, Park River, N. Dak., president and chairman of the board; Edward J. Franta, Langdon, N. Dak., secretary-treasurer.

Northwest Council of Advertising Agencies —Don Mitchell, 301 Essex Bldg., Minneapolis, Minn., president; E. J. McGuire, 1424 Pioneer Bldg., St. Paul, Minn., secretary.

Northwest Missouri Press Association — John E. Rush, Barnard, Mo., president and chairman of the board; Jim Curry, Oregon, Mo., secretary.

Ohio Circulation Managers' Association—George W. Hicks, Columbus Citizen, Columbus, O., president; C. Floyd Wolfe, Eagle-Gazette, Lancaster, O., secretary-treasurer.

Ohio Legislative Correspondents Association—Horace H. Daugherty, 34 S. Third St., Columbus, O., president; Frank M. Heller, 12 N. Third St., Columbus, O., secretary; Karl B. Pauly, 62 E. Broad St., Columbus, O., treasurer.

Ohio Newspaper Association — Granville Barrere, The News-Herald, Hillsboro, O., president; W. F. Wiley, The Enquirer, Cincinnati, O., chairman of the board; Ralph D. Henderson, The Citizen, Columbus, O., treasurer; Ed M. Martin, 175 S. High St., Columbus, O., executive director.

Ohio Newspaper Women's Association—Hellen Allyn, Cleveland Press, Cleveland, O., president; Marian Bush Snyder, Athens Messenger, Athens, O., secretary.

Ohio Select List of Advertising Executives Association—L. F. Reisinger, Chronicle-Telegram, Elyria, Ohio, president; L. E. Toller, Marietta Times, Marietta, Ohio, secretary.

Oklahoma Press Association, Inc.—Dave Vandiver, Chickasha Daily Express, Chickasha, Okla., president; H. Merle Woods, El Reno American, El Reno, Okla., chairman of the board; Vernon T. Sanford, Oklahoma City, Okla., secretary-manager.

Ontario Provincial Dailies Association — Harold L. Garner, Peterborough Examiner, Peterborough, Ontario, president and chairman of the board; A. E. O'Loughlin, The Beacon Herald, Stratford, Ontario, secretary.

Ontario-Quebec Circulation Managers Association—Ubalde Baudry, Le De-voir, Montreal, Que., president; W. J. Stewart, Times-Journal, St. Thomas, Ont., secretary.

Oregon Newspaper Publishers Association —Henry N. Fowler, Bend, Ore., president; Herb G. Grey, Medford, Ore., treasurer; Harry S. Schenk, 103 Journalism Bldg., Eugene, Ore., manager.

Oregon Press Conference — Harris Ellsworth, Roseburg News-Review, Roseburg, Ore., president; George Turnbull, University of Oregon, Eugene, Ore., secretary.

Overseas Press Club of America—Wythe Williams, Greenwich, Conn., president; Burnet Hershey, 130 W. 44th St., New York, secretary; Joseph Shaplen, New York Times, New York, treasurer; Burnet Hershey, Gladstone Hotel, 114 E. 52nd St., New York, field secretary.

Pacific Advertising Clubs Association — Norton W. Mogge, J. Walter Thompson Co., Exchange Bldg., Seattle, Wash., president; W. J. Borrie, Pemberton & Son Vancouver Limited, 418 Home St., Vancouver, B. C., secretary-treasurer.

Pacific Coast Classified Advertising Managers Association—W. O. Sessions, Tribune-Telegram, Salt Lake City, Utah, president; J. J. Tierney, Spokesman-Review, Spokane, Wash., vice-president; M. W. Burgess, Evening Outlook, Santa Monica, Cal., secretary; Morton J. A. MacDonald, Tribune, Oakland, Cal., treasurer.

Pacific Northwest Circulation Managers Association—John Verschueren, The Budget, Astoria, Ore., president; David H. Smith, 2437 N. E. Regents Drive, Portland, Ore., secretary-treasurer.

Pacific Northwest Newspaper Association —S. R. Winch, Oregon Journal, Portland, Ore., president and chairman of the board; William W. Knight, 604 Journal Bldg., Portland, Ore., secretary.

Pennsylvania Newspaper Publishers' Association—C. M. Bomberger, Jeannette News Dispatch, Jeannette, Pa., president; Howard Reynolds, Quarryville, Pa., secretary; William N. Hardy, 209-211 Telegraph Bldg., Harrisburg, Pa., manager.

Philadelphia Sporting Writers Association —Cy Peterman, Philadelphia Inquirer, Philadelphia, Pa., president and chairman of the board; Joe Tumelty, Philadelphia Inquirer, Philadelphia, Pa., Don Donaghey, Evening Bulletin, Philadelphia, Pa., vice-presidents; Larry Sommer, 1825 Medary Ave., Philadelphia, Pa., secretary; Lou Jaffe, Evening Ledger, Philadelphia, Pa., treasurer.

Premium Advertising Association of America, Inc.—William L. Sweet, 6 Barberry Hill, Providence, R. I., president; Howard W. Dunk, 500 Fifth Ave., New York City, secretary.

Press Photographers Association of New York—William C. Greene, World-Telegram, 125 Barclay St., New York City, president; Anthony Lanza, New York Sun, 280 Broadway, New York City, chariman of the board; Albert C. Aumuller, P. O. Box 198, Church St. Annex, New York City, secretary; Victor Twyman, Daily News, 220 E. 42nd St., New York City, treasurer.

Publishers Association of New York City —John F. Cullen, New York Mirror, New York, chairman; Cranston Williams, ANPA, New York, secretary; N. S. Macneish, New York World-Telegram, treasurer; Glenn A Bowers, manager.

Quill & Scroll Society—William E. Blake, Public High School, Hartford, Conn., president; George Gallup, 110 E. 42nd St., New York City, president of the board of trustees; Edward Nell, Northwestern University, Chicago, Ill., secretary.

Saskatchewan Press Gallery Association—P. V. Wade, Saskatoon Star-Phoenix, Saskatoon, Sask., president; H. H. Kritzwiser, Leader-Post, Regina, Sask., secretary.

Sigma Delta Chi, Professional Journalistic Fraternity—Elmo Scott Watson, editor, Publishers' Auxiliary, 210 S. Desplaines, Chicago, Ill., president; George A. Brandenburg, Chicago editor, Editor & Publisher, 360 N. Michigan Ave., Chicago, Ill., chairman of the board; Willard R. Smith, Wisconsin manager, United Press, State Journal Bldg., Madison, Wis., secretary; James C. Kiper, 35 E. Wacker Drive, Chicago, Ill., executive secretary.

South Dakota Press Association—John B. Perkins, Highmores, S. D., president; John H. Craig, Tripp, S. D., secretary.

Southern California Mechanical Conference of Newspaper Executives — A. F. Stanley, Daily News, Los Angeles, Calif., president; Charles P. Medland, Pasadena Star-News, Pasadena, Calif., secretary.

Southern Circulation Managers' Association—Charles Coleman, Georgian-American, Atlanta, Ga., president; J. B. Lee, Times-Union, Jacksonville, Fla., 1st vice-president; Horace Powell, Atlanta Journal, Atlanta, Ga., 2nd vice-president; Don R. Davis, News-Age-Herald, Birmingham, Ala., secretary; R. J. Sudderth, Chattanooga Times, Chattanooga, Tenn., treasurer.

Southern Illinois Editorial Association — Charles Feirich, Metropolis, Ill., president; Arthur Jenkins, Mascoutah, Ill., secretary-treasurer.

South Texas Press Association—Mrs. W. A. Salter, Kerrville Mountain Sun, Kerrville, Tex., president; Howell Jones, 201 Insurance Bldg., San Antonio, Tex., secretary.

Southwest News Photographers Association—Ralph B. Kite, Bee-Citizen, De Queen, Ark., president; Albert A. Sutton, Journalism Dept., University of Oklahoma, Norman, Okla., secretary-treasurer; F. M. Sagaser, Chronicle-Herald, Macon, Mo., 1st vice-president.

Tennessee Press Association—Paul Sims, Brownsville State Graphic, Brownsville, Tenn., president; Roy C. Coleson, Fayette Falcon, Somersville, Tenn., secretary.

Texas Editorial Association — Lewis W. Bailey, Dallas Journal, Dallas, Tex., president; Austin Callan, Dallas, Tex., secretary; Arthur Lefevre, Jr., P.O. Box 2332, Houston, Tex., manager.

Texas Circulation Managers Association—P. F. Fincher, Austin American, Austin, Tex., president; H. E. Murphee, Houston Chronicle, Houston, Tex., secretary.

Texas Newspaper Publishers Association —William M. McIntosh, The Light, San Antonio, Tex., president; A. E. Clarkson, Houston Post, Houston, Tex., treasurer; C. W. Tabb, 723 Mercantile Bldg., Dallas, Tex., secretary.

Texas Press Association—Walter Buckner, San Marcos, Tex., president; Deskin Wells, Wellington, Tex., chairman of the board; Sam P. Harben, Richardson, Tex., secretary.

Topeka Press Club — Arthur J. Carruth, III, Topeka State Journal, Topeka, Kan., president; Charles W. Lane, Santa Fe General Offices, Topeka, Kan., chairman of the board; Oscar K. Swayze, 508 Columbian Bldg., Topeka, Kan., secretary-treasurer.

University Press Club of Michigan—Webb McCall, editor and publisher, Mt. Pleasant, Isabella County Times-News, Mt. Pleasant, Mich., president; Prof. John L. Brumm, head of Department of Journalism, University of Michigan, Ann Arbor, Mich., chairman of the board and secretary.

Utah State Press Association—L. G. Burgess, Bingham, Utah, president; Hendrik Romeyn, 202 Dooly Block, Salt Lake City, Utah, secretary.

Virginia Press Association—Paul F. Watkins, publisher, Ashland Herald-Progress, Ashland, Va., president; J. H. Thornton, publisher, Salem Times-Register, Salem, Va., treasurer; Robert B. Smith, Daily Press Bldg., Newport News, Va., secretary-manager.

Washington Newspaper Advertising Association — W. R. Ingraham, Chronicle, Centralia, Wash., chairman; George L. Pentzel, Daily Olympian, Olympia, Wash., secretary-treasurer.

Washington Newspaper Publishers Association — Ralph E. Reed, Courier-Reporter, Kennewick, Wash., president; George B. Astel, Oak Harbor, Wash., chairman of the board; C. B. Lafromboise, Enumclaw, Wash., secretary; Hill Williams, Pasco, Wash. treasurer; Fred W. Kennedy, 214 Lewis Hall, University, Seattle, Wash., manager.

Weekly Newspaper Association of Orange County—C. M. Vernon, Yorba Linda, Cal., president; J. S. Farquhar, Huntington Beach, Cal., secretary.

West Virginia Publishers Association — W. Guy Tetrick, Clarksburg, W. Va., president; J. H. Long, Huntington, W. Va., treasurer; James W. Weir, Elkins, W. Va., secretary.

West Virginia State Newspaper Council—Dr. Roy Bird Cook, Charleston, W. Va., president; C. T. McHenry, Morgantown, W. Va., secretary.

Western Daily Newspaper Advertising Manager's Association—T. R. Osborne, The News, Medicine Hat, Alberta, president; W. A. Green, The Province, Vancouver, B. C., secretary.

Western New York Newspaper Publishers Association—H. O. Elkins, publisher, Steuben Courier, Bath, N. Y., president; Robert S. Measer, Amherst Bee, Williamsville, N. Y., secretary.

White House Correspondents' Association —Earl Godwin, 1850 Mintwood Place, Washington, D. C., president.

Wisconsin Daily Newspaper League—John C. Sturtevant, Wausau, Wis., president; Clinton F. Karstaedt, P. O. Box 741, Beloit, Wis., secretary.

Wisconsin Press Association—Mark R. Bell, Ladysmith, Wis., president; O. R. Kurzrok, East Troy, Wis., secretary; Carl A. Zielke, 235 Washington Bldg., Madison, Wis., manager and field secretary.

Wisconsin State Classified Manager's Association—P. A. Cary, The Wisconsin State Journal, Madison, Wisc., president; Geo. Westrich, Racine Journal Times, Racine, Wisc., secretary.

Women's National Press Club—Miss Ruby Black, Albee Bldg., Washington, D. C., president and chairman of the board; Mary Johnson, 1719 K St., N.W., Washington, D. C., secretary.

The Journalist's Creed

I believe in the profession of journalism.

I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interest of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship; is a journalism of humanity, of and for today's world.

WALTER WILLIAMS.

The School of Journalism
University of Missouri

LEADING NEGRO PUBLICATIONS OF THE UNITED STATES

Compiled with the assistance of Calvin's Newspaper Service, Interstate United Newspapers and W. B. Ziff Company

ALABAMA

City	Publication	Date of Publication	Circulation	Rate
Birmingham	Baptist Leader	Weekly		.75*
Birmingham	Weekly Review	Fri.	12,800	.53*
Birmingham	World	Tues. & Fri.	7,000	.05*
Gadsden	Call-Post	Thurs.		.04½*
Tuskegee Institute	Service	Monthly		$1.00†
Mobile	Weekly Advocate	Sat.		.25*
Mobile	Press Forum Weekly	Sat.		.50*
Montgomery	Alabama Tribune	Thurs.		.50*

ARIZONA

City	Publication	Date of Publication	Circulation	Rate
Phoenix	Arizona Gleaner	Sat.		.60*
Phoenix	Index	Sat.		.03*

ARKANSAS

City	Publication	Date of Publication	Circulation	Rate
Camden	Camden News	Daily (except Sunday)		.03*
Little Rock	Arkansas Survey-Journal	Fri.	3,800	.05*
Little Rock	Southern Christian-Recorder	Sat.		.50*
Little Rock	Twin City Press	Fri.		.50*
Texarkana	Universal Brotherhood	Fri.		.03*

BERMUDA

City	Publication	Date of Publication	Circulation	Rate
Hamilton	The Recorder	Sat.	3,000	.18*

CALIFORNIA

City	Publication	Date of Publication	Circulation	Rate
Los Angeles	California Eagle	Fri.	18,000	.05*
Los Angeles	Craftsmen Aero News	Monthly		$1.50*
Los Angeles	Western Informant	Monthly		.09*
Oakland	California Voice	Fri.	5,000	.75*
San Diego	Informer	Weekly		.50*

COLORADO

City	Publication	Date of Publication	Circulation	Rate
Denver	Colorado Statesman	Fri.	4,581	.80*
Denver	Star	Sat.		.75*
Pueblo	Western Ideal	Fri.		.40*

DISTRICT OF COLUMBIA

City	Publication	Date of Publication	Circulation	Rate
Washington	Flash	1st & 15th of each month		$1.20 00†
Washington	Nite Life	Fri.		.07*
Washington	Afro-American	Sat.	20,081	.10*
Washington	Eagle	Monthly		$2.80*

FLORIDA

City	Publication	Date of Publication	Circulation	Rate
Miami	Times	Sat.	2,700	.50*
Miami	Tropical Dispatch	Sat.		.04*
Orlando	The Florida Sun	Fri.	3,500	.77*
Palm Beach	Record	Weekly		.03*
Pensacola	Colored Citizen	Sat.		.40*
Pensacola	Pensacola Courier	Thurs.	10,875	.60*
St. Augustine	Post	Thurs.		.25*
St. Petersburg	Public Informer	Sat.		.35*
Tampa	Bulletin	Sat.	15,000	.10*
West Palm Beach	Florida News	Fri.		.50*

GEORGIA

City	Publication	Date of Publication	Circulation	Rate
Albany	Southwest Georgian	Sat.		.03*
Atlanta	Daily World	Daily	9,100 d 14,100 S	.08*
Atlanta	The Mentor	Monthly		.30*
Brunswick	Sentinel	Weekly	1,020	.30*
Columbus	Advocate	Sat.		.03*
Macon	Broadcast	Weekly		.03*
Savannah	Journal	Wed.	8,000	.05*
Vidalia	Banner	Thurs.		.55*

ILLINOIS

City	Publication	Date of Publication	Circulation	Rate
Chicago	Bee	Sun.	18 972	.12*
Chicago	Colored Embalmer	Monthly		$40 00†
Chicago	Woman's National Magazine	Monthly	4,000	$50 00†
Danville	Illinois Times	Weekly		.03*
Kankakee	The Progressive Era	Sat.		.20*
Springfield	Illinois Conservator	Sat.	500	.01½*

INDIANA

City	Publication	Date of Publication	Circulation	Rate
Gary	American	Fri.	2,400	.05*
Indianapolis	Recorder	Sat.	13,772	.08*
Indianapolis	World Telegram	Sat.		.03*

IOWA

City	Publication	Date of Publication	Circulation	Rate
Davenport	Tri City Observer	Weekly		.03*
Des Moines	Iowa Bystander	Fri.	1,323	.75*
Des Moines	Iowa Observer	Fri.		.03*
Sioux City	Enterprise	Sat.		.02*

KANSAS

City	Publication	Date of Publication	Circulation	Rate
Kansas City	The Plaindealer	Fri.	13,358	.75*
Kansas City	Wyandotte Echo	Fri.		.45*
Topeka	Capitol Plaindealer	Fri.		.60*
Topeka	Kansas American	Fri.	2,800	.50*
Topeka	Chronicle	Weekly		.50*
Wichita	The Negro Star	Fri.		.50*

KENTUCKY

City	Publication	Date of Publication	Circulation	Rate
Hopkinsville	Globe Journal	Thurs.	2,500	.05*
Lexington	Interstate County News	Sat.		.03*
Louisville	Falls City News	Weekly		.03*
Louisville	K. N. B. A. Journal	Bi-monthly during school year	1,800	$16 00†
Louisville	Leader	Sat.	14,256	.09*

LOUISIANA

City	Publication	Date of Publication	Circulation	Rate
Monroe	Twin City Journal	Sat.		.03*
New Orleans	Louisiana Weekly	Sat.	14,064	.10*
New Orleans	The Sepia Socialite	Fri.		.07*
Shreveport	Sun	Fri.		.75*

MARYLAND

City	Publication	Date of Publication	Circulation	Rate
Baltimore	Afro-American	Sat.	53,098	.30*

MASSACHUSETTS

City	Publication	Date of Publication	Circulation	Rate
Boston	Guardian	Sat.		.05½*

MICHIGAN

City	Publication	Date of Publication	Circulation	Rate
Detroit	Tribune	Sat.	15,000	.08*
Detroit	World Echo	Weekly		.03*
Detroit	Michigan Chronicle	Sat.		.12*
Flint	Brownsville News	Weekly		.03*
Hamtramck	Hamtramck-N. Detroit Echo	Sun.		.03*
Mt. Clemens	Macomb County Echo	Weekly		.03*
Pontiac	Echo	Sun.		.03*
Lansing	State Echo	Weekly		.03*

MINNESOTA

City	Publication	Date of Publication	Circulation	Rate
Minneapolis	Twin City Herald	Sat.		.03*

MISSISSIPPI

City	Publication	Date of Publication	Circulation	Rate
Greenville	Cooperative Magazine	Monthly		$3.50*
Greenville	Leader	Fri.		.05*
Jackson	Enterprise	Fri.	2,000	.08*
Jackson	Mississippi Weekly	Sat.		.05*
Jackson	Weekly Recorder	Sat.	2,280	.10*
Meridian	Weekly Echo	Fri.		.40*
Mount Bayou	Southern Advocate	Sat.	1,200	.20*

MISSOURI

City	Publication	Date of Publication	Circulation	Rate
Hannibal	Register	Sat.	850	.25*
Kansas City	Call	Fri.	20,148	.12½*
St. Louis	Colored Beautician	Monthly		$1.00†
St. Louis	Postal Alliance	20th of each month		.07*
St. Louis	Argus	Fri.	21,741	.10*
St. Louis	Call	Fri.	10,162	.08*

NEBRASKA

City	Publication	Date of Publication	Circulation	Rate
Omaha	Guide	Sat.	6,590	$1.50*

NEW JERSEY

City	Publication	Date of Publication	Circulation	Rate
Atlantic City	Apex News	Quarterly	13,424	$6.00*
Atlantic City	Eagle	Sat.		.08*
Newark	New Jersey Herald-News	Sat.	10,092	.10*
Red Bank	Echo	Sat.		.35*

NEW YORK

City	Publication	Date of Publication	Circulation	Rate
Buffalo	Star	Fri.	4,650	.07*
New York	Age	Sat.	20,450	.15*
New York	Amsterdam News	Sat.	38,841	.20*
New York	The Crisis	Monthly	10,000	$3.00*
New York	Howard Medical News	3 times yearly: Feb., June, Nov.		$1.00*
New York	Journal of the National Medical Association	Bi-monthly	3,381	$50.00†
New York	Listener-News	Thurs.	9,000	.07*

NORTH CAROLINA

City	Publication	Date of Publication	Circulation	Rate
Charlotte	A. M. E. Zion Quarterlies	Quarterly		$3.75*
Charlotte	Star of Zion	Thurs.	15,000	.08*
Charlotte	Post	Sat.	4,350	.03*
Kinston	East Carolina News	Sat.		.03*
Kinston	Free Will Baptist Advocate	Sat.		.03½*
Raleigh	Carolina Tribune	Sat.		.05*
Roxboro	Person County Times	Semi-weekly	3,000	.30*
Sanford	Enterprise	Fri.		.30*
Winston-Salem	Salem Post	Fri.		.04½*

OHIO

City	Publication	Date of Publication	Circulation	Rate
Cincinnati	Independent	Weekly		.03*
Cleveland	Call & Post	Thurs.	13,546	.08*
Cleveland	Gazette	Thurs.	18,000	$1.00
Columbus	Advocate	Sat.	10,000	.75*
Columbus	Voice	Sat.		.75*
Dayton	Forum	Fri.	1,800	.06*
Toledo	The Observer	Sat.		.04*
Toledo	Tri City News	Weekly		.03*
Toledo	Voice	Weekly		.03*
Wilberforce	Negro Journal of Religion	Monthly		$1.00*
Youngstown	Buckeye Review	Thurs.	1,310	.75*
Youngstown	Challenger	Fri.		.03*

OKLAHOMA

City	Publication	Date of Publication	Circulation	Rate
Bartlesville	Oklahoma Negro News	Weekly		.40*
Muskogee	Oklahoma Independent	Fri.	2,428	.50*
Oklahoma City	Black Dispatch	Sat.	14,008	.08*
Oklahoma City	Oklahoma Defender	Bi-weekly		.05*
Tulsa	Oklahoma Eagle	Thurs.	6,200	.80*

OREGON

City	Publication	Date of Publication	Circulation	Rate
Portland	Advocate	Sat.		.04*

PENNSYLVANIA

City	Publication	Date of Publication	Circulation	Rate
Homestead	The Little Voice	Bi-weekly		.85*
Philadelphia	Afro American	Sat.	17,[illegible]	.30*
Philadelphia	Christian Review	Thurs.	20,000	.08½*

(*Continued on page* 190)

4 GREAT NEWSPAPERS IN 4 GREAT MARKETS

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BALTIMORE ★ WASHINGTON ★ PHILADELPHIA ★ RICHMOND

LEADING NEGRO PUBLICATIONS OF THE U. S.

(Continued from page 189)

City	Publication	Date of Publication	Circulation	Rate
Philadelphia	Independent	Sun.	18,054	.11*
Philadelphia	Tribune	Thurs.	**9,184**	.12*
Philadelphia	United Golfers & Other Sports	Monthly		$35.00†
Pittsburgh	Afro Dispatch	Thurs.	8,500	$1.50*
Pittsburgh	Courier	Sat.	122,532	.36*
Pittsburgh	Examiner	Sat.	8,874	$2.00*

SOUTH CAROLINA

City	Publication	Date of Publication	Circulation	Rate
Charleston	Messenger	Sat.		.03*
Columbia	Palmetto Leader	Sat.		.42*
Sumter	The Peoples Informer	Fri.		.30*
Sumter	The Samaritan Herald	Thurs.	965	.35*

TENNESSEE

City	Publication	Date of Publication	Circulation	Rate
Chattanooga	Defender	Fri.		.03½*
Chattanooga	Observer	Fri.		.04*
Knoxville	East Tennessee News	Thurs.		.03*
Knoxville	Flashlight Herald	Sat.		.07*
Memphis	World	Tues. & Fri.	8,500	.05*
Memphis	The Sphinx Magazine	Quarterly — Feb., May, Oct., Dec.		$2.00*
Nashville	Modern Farmer	Monthly		$1.50*
Nashville	Clarion	Sat.		.04*
Nashville	Defender	Thurs.		.14*
Nashville	Globe & Independent	Fri.		$2.10*
Nashville	National Baptist Convention Quarterlies	Quarterly — Jan., Apr., July, Oct.		$6.50*
Nashville	National Baptist Union-Review	Sat.		$2.60*
Nashville	N. B. Y. P. Quarterlies	Quarterly — Jan., April, July, Oct.		.75*

TEXAS

City	Publication	Date of Publication	Circulation	Rate
Beaumont	Industrial Era	Sat.	2,000	.50*
Corsicana	Taborian Banner			.50*
Dallas	Express	Sat.	6,050	.06*
Dallas	Western Index	Semi-monthly		.25*
Fort Worth	Eagle Eye	Weekly		.10*
Fort Worth	Mind	Fri.		.80*
Fort Worth	The White Man & The Negro Magazine	Yearly		.10*
Galveston	Sentinel	Fri.		$1.10*
Houston	Defender	Sat.	6,300	.08*
Houston	Informer	Sat.	**13,568**	.11*
Port Arthur	Flash	Weekly		.03*
San Antonio	Inquirer	Sat.		.40*
San Antonio	Register	Fri.		.06*
Waco	Messenger	Fri.		.30*

VIRGINIA

City	Publication	Date of Publication	Circulation	Rate
Norfolk	Journal & Guide	Sat.	**30,092**	.14*
Richmond	Afro-American-Richmond Planet	Sat.	5,467	.07*
Staunton	Beverley Times	Sat.		.80*

WASHINGTON

City	Publication	Date of Publication	Circulation	Rate
Seattle	Northwest Enterprise	Fri.	5,200	$1.50*

WEST VIRGINIA

City	Publication	Date of Publication	Circulation	Rate
Huntington	Tri-State News	Sat.		.03*
Keystone	McDowell Times	Fri.	2,500	.35*

(Boldface circulation means *ABC*. * means per inch. * means per line. † means per page.)

GRAVURE NEWSPAPERS IN U. S. AND CANADA

CALIFORNIA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Los Angeles	Times	359,096	1.00	7	294
San Francisco	Chronicle	192,498	.65	5	200

COLORADO

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Denver	Post	301,533	1.25	7	280

CONNECTICUT

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Hartford	Courant	68,492	30		287

DISTRICT OF COLUMBIA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Washington	Post	121,836	40	7	287
Washington	Star	156,574	45	7	287

FLORIDA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Miami	Herald	66,542	30	7	280
Miami	News	35,855	25	7	280

GEORGIA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Atlanta	Constitution	107,371	40	7	287
Atlanta	Journal	126,822	45	7	287

ILLINOIS

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Chicago	Dziennik Zwiazkowy			7	280
Chicago	News (Sat.)	432,732	1.50	7	287
Chicago	Tribune	1,066,136	3.25	7	272

INDIANA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Fort Wayne	News-Sentinel (Sat.)	62,053	.20	7	280
Indianapolis	Star	173,121	.60	7	287
Terre Haute	Tribune & Star	28,882	16	7	287

IOWA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Des Moines	Register	344,018	85	7	287

KENTUCKY

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Louisville	Courier-Journal	184,128	65	7	280

LOUISIANA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
New Orleans	Item-Tribune	62,233	35	7	287

MARYLAND

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Baltimore	Sun	191,878	85	7	287

MASSACHUSETTS

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Boston	Globe	302,787	.90	5	200
Boston	Herald	165,090	65	7	287
New Bedford	Standard-Times	26,489	15	7	280
Springfield	Union & Republican	63,350	30	7	287

MICHIGAN

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Detroit	Free Press	279,237	75	7	296
Detroit	News	378,342	90	5	200
Detroit	Times (Wed.)	295,387	70	5	...

MINNESOTA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Duluth	News-Tribune	46,979	22	7	294
Minneapolis	Star-Journal	160,201	50	7	287
Minneapolis	Tribune	218,431	72	7	290
St. Paul	Dispatch & Pioneer Press	110,068	50	7	294

MISSOURI

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Kansas City	Star	318,638	.90	7	287
St. Louis	Globe-Democrat	233,341	75	5	200
St. Louis	Post-Dispatch	274,490	1.10	7	285

NEBRASKA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Omaha	World-Herald	172,845	.63	7	287

NEW JERSEY

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Newark	Call	80,592	.25	5	200

NEW YORK

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Buffalo	Courier-Express	193,000	.65	5	200
New York	Corriere D'America	24,869	.28	5	200
New York	Herald Tribune	527,759	1.25	7	287
New York	Jewish Daily Forward	123,063	.80	7	280
New York	Mirror	1,467,385	1.50	5	200
New York	News	3,383,435	4.25	5	200
New York	Progresso Italo-Americano	76,833	.50	7	280
New York	Times	788,997	1.90	7	298
Rochester	Democrat & Chronicle	109,375	.40	7	287
Syracuse	Post-Standard	89,509	.30	7	287

OHIO

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Akron	Beacon-Journal	69,171	.25	7	285
Cincinnati	Enquirer	198,844	.80	7	287
Cleveland	Plain Dealer	388,934	1.25	5	200
Toledo	Times	61,455	.35	7	286
Youngstown	Vindicator & Telegram	65,262	.24	7	284

OREGON

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Portland	Oregon Journal	113,135	.40	7	294

PENNSYLVANIA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Harrisburg	News (Sat.)	61,353	.25	..	210
Philadelphia	Inquirer	1,021,666	2.00	7	287
Pittsburgh	Press	321,881	1.00	5	200
Scranton	Scrantonian	40,220	.25	7	287

RHODE ISLAND

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Providence	Journal	111,144	.40	7	284

TENNESSEE

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Memphis	Commercial-Appeal	140,726	.60	7	287
Murfreesboro	News Journal		.05	5	217

TEXAS

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Dallas	News	110,767	45	7	287
Fort Worth	Star-Telegram	129,940	45	7	287
Houston	Chronicle	111,503	45	7	287

WASHINGTON

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Seattle	Times	129,541	50	7	280

WISCONSIN

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Milwaukee	Journal	259,667	75	7	287

CANADA

ONTARIO

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Toronto	Star Weekly (Sat.)	382,918	.85	5	198

QUEBEC

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Montreal	La Patrie	113,933	.35	5	200
Montreal	La Presse (Sat.)	179,274	.60	5	200
Montreal	Standard (Sat.)	93,730	30	5	200

MEXICO

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Mexico City	El Excelsior				
Mexico City	El Universal	115,582			

CUBA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Havana	Diario de la Marina				

NEWSPAPERS OFFERING MERCHANDISING CO-OPERATION

ALABAMA

Anniston Star
Birmingham Age-Herald
Birmingham News
Birmingham Post
Decatur Daily
Dotham Eagle
Eufaula Tribune
Gadsden Times
Huntsville Times
Mobile Press
Mobile Register
Mobile Daily Times
Montgomery Alabama Journal
Montgomery Advertiser
Selma Times Journal
Talladega Daily Home
Tuscaloosa News

ARIZONA

Bisbee Evening Ore
Bisbee Daily Review
Douglas Daily Dispatch
Phoenix Gazette
Phoenix Republic
Prescott Courier Journal and Evening Courier
Tucson Citizen
Tucson Daily Star
Yuma Daily Sun and Sentinel

ARKANSAS

Batesville Guard
Blytheville Courier News
Camden News
De Queen Daily Citizen
El Dorado Daily News and Evening Times
Fayetteville Northwest Arkansas Times
Forrest City Times Herald
Fort Smith Southwest American
Fort Smith Times Record
Helena East Arkansas Record
Helena World
Hope Star
Hot Springs Sentinel-Record & News Era
Jonesboro Daily Tribune
Little Rock Arkansas Democrat
Little Rock Arkansas Gazette
Mena Evening Star
Paragould Daily Press
Texarkana Gazette News

CALIFORNIA

Alameda Times Star
Alhambra Post Advocate
Anaheim Bulletin
Antioch Daily Ledger
Bakersfield Californian
Berkeley Daily Gazette
Burlingame Advance
Chico Enterprise
Chico Record
Colton Daily Courier
Colusa Daily Times
Corona Daily Independent
Culver City Evening Star-News
El Centro Morning Post, Imperial Valley Press
Eureka Humboldt Standard
Eureka Humboldt Times
Fresno Bee
Fullerton Daily News Tribune
Gilroy Evening Dispatch
Glendale News-Press
Hanford Daily Sentinel and Morning Journal
Hayward Review
Hollister Evening Free Lance
Hollywood Citizen-News
Huntington Park Signal
Lodi News-Sentinel
Lodi Times
Los Angeles Examiner
Los Angeles Evening Herald & Express
Los Angeles Times
Martinez Contra Costa Gazette
Marysville Appeal-Democrat
Merced Sun Star
Modesto Bee
Monterey Peninsula Herald
Napa Register
Oakland Post-Enquirer
Oakland Tribune
Oceanside Blade-Tribune
Ontario Daily Report
Orange News
Oxnard Evening Press
Palo Alto Daily Times
Pasadena Post & Star News
Pittsburg Post Dispatch
Placerville Republican
Pomona Progress Bulletin
Porterville Evening Recorder
Red Bluff Daily News
Redding Record
Redding Searchlight and Courier Free Press
Redlands Daily Facts
Redondo Breeze
Redwood City Tribune
Richmond Independent
Riverside Daily Press and Enterprise
Roseville Daily Press
Sacramento Bee
Sacramento Union
Salinas Index Journal and Morning Post
San Bernardino Sun-Telegram
San Diego Union and Tribune-Sun
San Francisco Chronicle
San Francisco Call-Bulletin
San Francisco Examiner
San Jose Mercury Herald
San Luis Obispo Telegram-Tribune
San Mateo Times & News Leader
San Pedro News-Pilot
San Rafael Independent
Santa Ana Register
Santa Barbara News-Press
Santa Cruz Evening News
Santa Cruz Sentinel
Santa Rosa Press Democrat & Republican
Stockton Independent
Stockton Record
Taft Daily Midway Driller
Tulare Times & Advance-Register
Turlock Daily Journal
Vallejo Evening News
Vallejo Times Herald and Evening Chronicle
Ventura Star-Free Press
Visalia Times-Delta
Watsonville Register-Pajaronian
Watsonville Morning Sun
Whittier News
Wilmington Daily Press
Woodland Daily Democrat

COLORADO

Boulder Daily Camera
Canon City Daily Record
Colorado Springs Gazette and Telegraph
Delta County Daily Independent
Denver Post
Durango Herald Democrat
Fort Collins Express-Courier
Fort Morgan Times
Grand Junction Daily Sentinel
Greeley Tribune
Lamar Daily News
Lamar Daily Sparks
Leadville Herald Democrat
Longmont Times Call
Montrose Daily Press
Pueblo Chieftain
Pueblo Star-Journal
Salida Daily Mail
Trinidad Chronicle-News
Trinidad Morning Light
Walsenburg World-Independent

CONNECTICUT

Ansonia Evening Sentinel
Bridgeport Herald
Bridgeport Post-Telegram
Bridgeport Times-Star
Bristol Press
Danbury News-Times
Greenwich Time
Hartford Times
Manchester Evening Herald
Meriden Record
Middletown Press
New Britain Herald
New Haven Journal-Courier
New Haven Register
New London Day
Norwalk Hour
Norwich Bulletin and Record
Stamford Advocate
Torrington Register
Waterbury Democrat
Waterbury Republican-American
Willimantic Chronicle
Winsted Evening Citizen

DELAWARE

Wilmington News-Journal

DISTRICT OF COLUMBIA

Washington Daily News
Washington Post
Washington Star
Washington Times-Herald

FLORIDA

Bradenton Herald
Clearwater Sun
Daytona Beach News-Journal
Daytona Beach Sun Record
De Land Sun News
Ft. Lauderdale Daily News
Ft. Pierce News-Tribune
Gainesville Daily Sun
Jacksonville Journal
Jacksonville Times-Union
Key West Citizen
Lake Worth Leader
Miami Herald
Miami Daily News
New Smyrna Beach Daily News
Ocala Evening Star
Orlando Morning Sentinel and Reporter Star
Palatka Daily News
Panama City News-Herald
Pensacola Journal and News
St. Augustine Record
St. Petersburg Evening Independent
St. Petersburg Times
Sanford Herald
Sarasota Herald-Tribune
Tallahassee Democrat
Tallahassee Florida State News
Tampa Daily Times
Tampa Morning Tribune
West Palm Beach Post and Times
Winter Haven Daily Chief

GEORGIA

Albany Herald
Americus Times-Recorder
Atlanta Constitution
Atlanta Journal
Augusta Chronicle
Augusta Herald
Dublin Courier-Herald
La Grange Daily News
Macon Telegraph and News
Marietta Journal
Moultrie Observer
Rome News-Tribune
Savannah Morning News and Evening Press
Waycross Journal-Herald

IDAHO

Blackfoot Daily Bulletin
Boise Capital News
Boise Idaho Statesman
Coeur d'Alene Press
Idaho Falls Post-Register
Lewiston Morning Tribune
Nampa Idaho Free Press
Twin Falls News and Idaho Evening Times

ILLINOIS

Alton Evening Telegraph
Aurora Beacon-News
Beardstown Illinoian-Star
Belleville Advocate
Belvidere Republican
Benton Evening News
Bloomington Daily Pantagraph
Canton Daily Ledger
Carbondale Free Press
Centralia Evening Sentinel
Champaign-Urbana Evening Courier
Champaign News Gazette
Charleston Daily News
Chicago Daily Calumet
Chicago Daily News
Chicago Herald-American
Chicago Times
Chicago Tribune
Danville Commercial-News
Decatur Herald & Review
De Kalb Daily Chronicle
East St. Louis Journal
Edwardsville Intelligencer
Elgin Courier-News
Evanston Daily News-Index
Freeport Journal-Standard
Harrisburg Daily Register
Hoopeston Chronicle-Herald
Joliet Herald-News
Kewanee Star-Courier
La Salle Daily Post-Tribune
Lincoln Evening Courier
Litchfield News-Herald
Marion Daily Republican
Mattoon Journal-Gazette
Moline-Rock Island Dispatch and Argus
Monmouth Review Atlas
Mt. Carmel Republican-Register
Murphysboro Daily Independent
Olney Daily Mail
Ottawa Daily Republican-Times
Pana Daily Palladium
Paris Daily Beacon-News
Pekin Daily Times
Peoria Journal-Transcript
Peoria Evening Star
Quincy Herald-Whig
Rockford Morning Star & Register-Republic
Savanna Times-Journal
Springfield State Journal
Springfield State Register
Sterling Daily Gazette
Taylorville Breeze-Courier
Watseka Iroquois County Times
Waukegan News-Sun
West Frankfort Daily American
Wheaton Daily Journal

INDIANA

Anderson Bulletin
Attica Ledger-Tribune
Bedford Daily Mail
Bicknell Daily News
Bloomfield Evening World
Bloomington Evening World
Columbia City Mail and Post
Columbus Evening Republican
Crawfordsville Journal-Review
Elkhart Truth
Evansville Courier-Press
Fort Wayne Journal-Gazette
Fort Wayne News-Sentinel
Frankfort Morning Times
Franklin Evening Star
Gary Post-Tribune
Goshen News-Democrat
Greensburg Daily News
Hammond Times
Hartford City News-Times
Huntington Herald-Press
Indianapolis Commercial
Indianapolis Star
Indianapolis Times
Jeffersonville Evening News
Kendallville News-Sun
Kokomo Tribune
La Porte Herald-Argus
Lebanon Reporter
Logansport Pharos Tribune
Logansport Press
Marion Chronicle-Leader Tribune
Michigan City News-Dispatch
Mt. Vernon Democrat
Muncie Evening Press
Muncie Morning Star
New Albany Tribune
New Castle Courier-Times
Noblesville Daily Ledger
Peru Daily Tribune
Plymouth Daily News
Plymouth Daily Pilot
Princeton Clarion-News & Democrat
Richmond Palladium-Item
Rochester News-Sentinel
Seymour Daily Tribune
Shelbyville Democrat
South Bend Tribune
Spencer Evening World
Terre Haute Tribune-Star
Tipton Daily Tribune
Valparaiso Vidette-Messenger
Vincennes Post
Vincennes Sun-Commercial
Wabash Plain Dealer
Washington Democrat
Washington Herald
Winchester Daily News & Journal Herald

IOWA

Ames Daily Tribune
Atlantic News-Telegraph
Boone News-Republican
Burlington Daily Hawk-Eye Gazette
Carroll Daily Herald
Cedar Falls Daily Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Clinton Herald
Council Bluffs Nonpareil
Creston News Advertiser
Davenport Daily Times
Des Moines Register & Tribune
Dubuque Daily Tribune
Dubuque Telegraph Herald
Estherville Daily News
Fairfield Daily Ledger
Fort Dodge Messenger & Chronicle
Fort Madison Evening Democrat
Iowa City Daily Iowan
Iowa City Press-Citizen
Keokuk Daily Gate City and Constitution-Democrat
Marshalltown Times-Republican
Mason City Globe Gazette
Missouri Valley Daily Times
Muscatine Journal and News Tribune
Nevada Evening Journal
Newton Daily News
Ottumwa Daily Courier
Perry Chief
Shenandoah Evening Sentinel
Sioux City Journal
Sioux City Tribune
Spencer Daily Reporter
Vinton Cedar Valley Daily Times
Washington Evening Journal
Waterloo Daily Courier
Webster City Daily Freeman-Journal

KANSAS

Abilene Daily Chronicle
Abilene Daily Reflector
Arkansas City Daily Traveler
Atchison Daily Globe
Chanute Tribune
Coffeyville Journal
Concordia Blade-Empire
Dodge City Globe
El Dorado Times
Emporia Gazette
Fort Scott Herald
Fort Scott Tribune-Monitor
Frankfort Daily Index
Fredonia Daily Herald
Garden City Telegram
Goodland Daily News
Great Bend Tribune
Hutchinson News-Herald
Iola Register
Junction City Daily Union
Kansas City Kansan
Lawrence Journal-World
Leavenworth Times
Lyons News
McPherson Republican
Newton Evening Kansan-Republican
Norton Daily Telegram
Ottawa Herald
Parsons Sun
Pittsburg Headlight and Sun
Pratt Daily Tribune
Salina Journal
Topeka Daily Capital
Wichita Beacon
Wichita Eagle
Winfield Daily Courier

KENTUCKY

Ashland Daily Independent
Corbin Daily Tribune and Sunday Times
Covington Kentucky Post
Danville Messenger
Frankfort State Journal
Henderson Gleaner & Journal
Lexington Herald and Leader
Louisville Courier-Journal and Times
Madisonville Messenger
Middlesboro Daily News
Owensboro Messenger and Inquirer
Paducah Sun-Democrat
Richmond Daily Register
Winchester Sun

LOUISIANA

Alexandria Town Talk
Baton Rouge State Times and Advocate
Houma Daily Courier
Lafayette Daily Advertiser
Monroe World and News-Star
New Orleans Item-Tribune
New Orleans The Times-Picayune-New Orleans States
Shreveport Times

MAINE

Augusta Daily Kennebec Journal
Bangor Daily Commercial
Bangor Daily News
Portland Herald-Express and Telegram
Waterville Sentinel

MARYLAND

Annapolis Evening Capital
Baltimore News-Post and American
Baltimore Sun
Frederick News and Post
Hagerstown Herald-Mail

MASSACHUSETTS

Athol Daily News
Attleboro Daily Sun
Boston American-Record and Advertiser
Boston Christian Science Monitor
Boston Herald-Traveler
Boston Post
Boston Evening Transcript
Brockton Enterprise-Times
Chelsea Evening Record
Fall River Herald News
Fitchburg Sentinel
Gardner News
Gloucester Daily Times
Greenfield Recorder-Gazette
Haverhill Evening Gazette
Holyoke Transcript-Telegram
Hyannis Cape Cod Standard-Times
Leominster Daily Enterprise
Lowell Courier Citizen and Evening Leader
Lowell Sun
Lynn Telegram-News
Marlboro Enterprise
Milford Daily News
New Bedford Standard-Times and Morning Mercury
Newburyport Daily News
Northampton Daily Hampshire Gazette
North Attleboro Evening Chronicle
Norwood Daily Messenger
Pittsfield Berkshire Evening Eagle
Quincy Patriot Ledger
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(Continued from page 191)

MICHIGAN

Adrian Daily Telegram
Albion Evening Recorder
Alpena News
Ann Arbor News
Battle Creek Enquirer and News
Bay City Times
Cadillac Evening News
Calumet Evening News Journal
Coldwater Reporter
Detroit Free Press
Detroit News
Detroit Times
Dowagiac Daily News
Escanaba Daily Press
Flint Journal
Grand Haven Daily Tribune
Grand Rapids Herald
Grand Rapids Press
Greenville Daily News
Hillsdale Daily News
Holland Evening Sentinel
Houghton Daily Mining Gazette
Ionia Daily Sentinel-Standard
Ironwood Daily Globe
Jackson Citizen Patriot
Kalamazoo Gazette
Lansing State Journal
Ludington Daily News
Manistee News Advocate
Menominee Herald Leader
Midland Daily News
Monroe Evening News
Muskegon Chronicle
Niles Star
Owosso Argus-Press
Pontiac Daily Press
Port Huron Times Herald
Royal Oak Daily Tribune
St. Joseph Herald-Press
Saginaw News
Sault Ste. Marie Evening News
South Haven Daily Tribune
Sturgis Daily Journal
Three Rivers Commercial
Traverse City Record-Eagle

MINNESOTA

Albert Lea Tribune
Austin Daily Herald
Bemidji Daily Pioneer
Brainerd Daily Dispatch
Crookston Daily Times
Duluth Herald & News-Tribune
Fairmont Daily Sentinel
Faribault Daily News
Fergus Falls Journal
Hibbing Daily Tribune
International Falls Daily Journal
Little Falls Daily Transcript
Mankato Free Press
Marshall Daily Messenger
Minneapolis Star-Journal
Minneapolis Times-Tribune
Owatonna Daily People's Press
Red Wing Daily Republican
Rochester Post Bulletin
St. Cloud Daily Times Journal
St. Paul Dispatch-Pioneer Press
Stillwater Daily Gazette
Virginia Daily Enterprise
Willmar Daily Tribune
Winona Republican-Herald
Worthington Daily Globe

MISSISSIPPI

Biloxi and Gulfport Herald
Clarksdale Register
Columbus Commercial Dispatch
Greenville Delta Democrat-Times
Greenwood Commonwealth
Hattiesburg American
Jackson Daily News
McComb Daily Enterprise
McComb Daily Journal
Meridian Star
Tupelo Daily Journal
Vicksburg Herald
Vicksburg Post
West Point Daily Times Leader

MISSOURI

Boonville Daily News
Cameron News-Observer
Cape Girardeau Southeast Missourian
Carthage Democrat
Carthage Evening Press
Chillicothe Constitution-Tribune
Columbia Missourian
Columbia Daily Tribune
Excelsior Springs Daily Standard
Fulton Daily Sun-Gazette
Hannibal Courier-Post
Jefferson City Capital News
Jefferson City News & Tribune
Jefferson City Post-Tribune
Joplin Globe-News Herald
Kansas City Journal
Kansas City Star
Kirksville Express & News
Lebanon Daily News
Lexington Advertiser-News
Macon Chronicle-Herald
Marshall Daily Democrat-News
Maryville Daily Forum
Mexico Intelligencer
Mexico Ledger
Moberly Monitor-Index
Monett Times
Neosho Daily Democrat
St. Joseph News-Press & Gazette
St. Louis Globe-Democrat
St. Louis Post-Dispatch
St. Louis Star-Times
Sedalia Capital-Democrat
Springfield Leader and Press, Daily News
Warrensburg Daily Star-Journal
West Plains Daily Quill

MONTANA

Billings Gazette
Bozeman Chronicle
Butte Post-Standard
Great Falls Tribune-Leader
Havre Daily News and Journal
Lewistown Democrat-News and Telegram
Livingston Enterprise
Miles City Star

NEBRASKA

Beatrice Daily Sun
Columbus Daily Telegram
Fremont Morning Guide
Grand Island Daily Independent
Hastings Daily Tribune
Kearney Daily Hub
Lincoln Journal
Lincoln Star
Nebraska City Nebraska Daily News-Press
Norfolk Daily News
North Platte Daily Bulletin
North Platte Daily Telegram
Omaha World Herald
Plattsmouth Journal

NEVADA

Elko Daily Free Press
Las Vegas Review-Journal
Reno Evening Gazette
Reno Nevada State Journal

NEW HAMPSHIRE

Claremont Daily Eagle
Concord Evening Monitor and New Hampshire Patriot
Keene Sentinel
Manchester Union Leader
Nashua Telegraph
Portsmouth Herald

NEW JERSEY

Asbury Park Press
Atlantic City Press Union
Atlantic City World
Bayonne Times
Bridgeton Evening News
Camden Courier-Post
Elizabeth Daily Journal
Hackensack Bergen Evening Record
Hoboken Jersey Observer
Long Branch Daily Record
Millville Daily Republican
Morristown Daily Record
Newark Evening News
Newark Sunday Call
Newark Star-Ledger
New Brunswick Home News and Times
Ocean City Daily Sentinel-Ledger
Passaic Herald News
Paterson Morning Call
Perth Amboy Evening News
Phillipsburg Free Press
Red Bank Daily Standard
Trenton Times-State Gazette and Advertiser
Union City Hudson Dispatch
Vineland Evening Times
Wildwood Leader

NEW MEXICO

Albuquerque Journal
Albuquerque Tribune
Carlsbad Daily Current-Argus
Clovis News-Journal
Gallup Independent
Hobbs Morning Post Courier
Portales Daily News
Ratan Daily Range
Roswell Morning Dispatch
Roswell Daily Record
Santa Fe New Mexican
Santa Fe New Mexico Examiner
Tucumcari Daily American
Tucumcari Daily News

NEW YORK

Albany Knickerbocker News
Albany Times-Union
Amsterdam Evening Recorder
Auburn Citizen-Advertiser
Batavia Daily News
Binghamton Press
Binghamton Sun
Buffalo Courier-Express
Canandaigua Daily Messenger
Cohoes American
Corning Evening Leader
Cortland Standard
Dunkirk Observer
Elmira Advertiser
Elmira Star-Gazette
Elmira Sunday Telegram
Endicott Daily Bulletin
Freeport-Hempstead-Lynbrook Nassau Daily Review Star
Geneva Daily Times
Glens Falls Post-Star and Times
Herkimer Evening Telegram
Hornell Evening Tribune
Ithaca Journal
Jamestown Journal
Jamestown Post
Kingston Daily Freeman
Kingston Daily Leader
Lockport Union Sun and Journal
Malone Telegram
Mamaroneck Daily Times
Middletown Times Herald
Mt. Vernon Daily Argus
Newburgh Beacon News
New Rochelle Standard Star
New York Bronx Home News
New York Brooklyn Eagle
New York Journal and American
New York Long Island Daily Advocate
New York Long Island Daily Press
New York Long Island Star Journal
New York Daily News
New York Queens Evening News
New York Staten Island Advance
New York World Telegram
North Tonawanda Evening News
Norwich Sun
Nyack Journal-News
Ogdensburg Advance-News
Ogdensburg Journal
Olean Times-Herald
Oneida Daily Dispatch
Oneonta Daily Star
Ossining Citizen Register
Oswego Palladium-Times
Peekskill Evening Star
Plattsburg Press
Plattsburg Daily Republican
Port Chester Daily Item
Poughkeepsie Eagle-News
Poughkeepsie Evening Star and Enterprise
Poughkeepsie Sunday Courier
Rochester Times-Union
Rome Daily Sentinel
Salamanca Republican-Press
Saratoga Springs Saratogian
Schenectady Gazette
Schenectady Union-Star
Syracuse Herald-Journal-American
Syracuse Post-Standard
Tarrytown Daily News
Troy Record
Troy Observer-Budget
Utica Observer-Dispatch
Utica Daily Press
Watertown Daily Times
White Plains Daily Reporter
White Plains Evening Dispatch
Yonkers Herald Statesman

NORTH CAROLINA

Asheville Citizen-Times
Burlington Times-News
Charlotte News
Charlotte Observer
Concord Tribune
Durham Herald and Sun
Elizabeth City Daily Advance
Fayetteville Observer
Gastonia Gazette
Greensboro Daily News and Record
Henderson Daily Dispatch
Hendersonville Times-News
Hickory Daily Record
High Point Enterprise
Kannapolis Daily Independent
Kinston Daily Free Press
Lumberton Daily News
New Bern Sun Journal
Pinehurst Outlook
Raleigh News & Observer
Raleigh Times
Reidsville Review
Rocky Mount Evening Telegram
Salisbury Post
Wilmington Star-News
Wilson Daily Times
Winston-Salem Journal and Sentinel

NORTH DAKOTA

Fargo Forum
Grand Forks Herald
Jamestown Sun
Mandan Pioneer
Minot Daily News and Daily Optic Reporter
Valley City Times Record
Williston Daily Herald

OHIO

Akron Beacon Journal
Alliance Review
Ashland Times Gazette
Ashtabula Star-Beacon
Athens Messenger
Bellaire Daily Leader
Bowling Green Daily Sentinel Tribune
Bucyrus Telegraph-Forum
Cambridge Daily Jeffersonian
Canton Repository
Celina Daily Standard
Chillicothe News-Advertiser
Cincinnati Enquirer
Cincinnati Post
Cincinnati Times Star
Circleville Herald
Cleveland News
Cleveland Plain Dealer
Cleveland Press
Columbus Citizen
Columbus Ohio State Journal
Conneaut News Herald
Coshocton Tribune & Times-Age
Dayton Journal-Herald
Dayton Daily News
Defiance Crescent-News
Delaware Gazette
Delphos Daily Herald
Dover Daily Reporter
East Liverpool Review
Elyria Chronicle-Telegram
Findlay Republican-Courier
Fostoria Daily Review
Fostoria Daily Times
Fremont News-Messenger
Galion Inquirer
Greenville Daily Advocate
Ironton Daily News
Ironton Tribune
Lancaster Eagle-Gazette
Lima News
Logan Daily News
Mansfield News Journal
Marietta Daily Times
Marion Star
Massillon Evening Independent
Mount Vernon News
Newark Advocate and American Tribune
New Lexington Daily News
New Philadelphia Daily Times
Norwalk Reflector-Herald
Piqua Daily Call
Portsmouth Times
Ravenna & Kent Record
St. Marys Evening Leader
Salem News
Sandusky Register-Star Journal
Springfield Sun & News
Steubenville Herald-Star
Tiffin Advertiser-Tribune
Toledo Blade
Toronto Daily Tribune
Troy News
Uhrichsville Evening Chronicle
Urbana Daily Citizen
Van Wert Times-Bulletin
Warren Tribune Chronicle
Washington Court House Record-Herald
Wellston Daily Sentinel
Wilmington Daily News-Journal
Wooster Daily Record
Xenia Gazette
Youngstown Vindicator
Zanesville Times Recorder and Signal

OKLAHOMA

Ada Evening News
Altus Times-Democrat
Anadarko Daily News
Ardmore Daily Ardmoreite
Blackwell Daily Journal
Blackwell Morning Tribune
Bristow Record
Clinton Daily News
Cushing Daily Citizen
Duncan Banner
Elk City Daily News
Enid News and Eagle
Guymon Panhandle Herald
Henryetta Daily Free Lance
Holdenville Daily News
Lawton Constitution
McAlester News-Capital
Mangum Daily Star
Norman Transcript
Oklahoma City Oklahoman and Times
Okmulgee Times
Perry Journal
Ponca City News
Sapulpa Herald
Seminole Producer
Shawnee News & Star
Sulphur News
Tulsa Tribune
Tulsa Daily World
Vinita Journal
Wewoka Times-Democrat
Woodward Daily Press

OREGON

Albany Democrat-Herald
Baker Democrat-Herald
Bend Bulletin
Corvallis Gazette-Times
Eugene Daily News
Eugene Register-Guard
Grants Pass Courier
Klamath Falls Herald and News
La Grande Evening Observer
Marshfield-North Bend Coos Bay Times
Medford Mail Tribune
Oregon City Enterprise
Pendleton East Oregonian
Portland Oregonian
Portland Oregon Journal
Roseburg News-Review
Salem Capital Journal
Salem Oregon Statesman
The Dalles Chronicle

PENNSYLVANIA

Aliquippa Gazette
Allentown Call-Chronicle
Altoona Mirror
Altoona Tribune
Ambridge Daily Citizen
Ashland Daily News
Bangor Daily News
Beaver Daily Times
Beaver Falls News Tribune
Bethlehem Globe-Times
Brownsville Telegraph
Bradford Era
Bradford Herald
Bradford Star-Record
Butler Eagle
Carlisle Evening Sentinel
Chambersburg Public Opinion
Chester Times
Coatesville Record
Columbia News
Connellsville Daily Courier
Corry Evening Journal
Danville Morning News
Donora Herald-American
DuBois Courier Courier-Express
Easton Morning Free Press
Erie Dispatch-Herald
Erie Times
Gettysburg Times
Greenville Record-Argus
Hanover Evening Sun
Harrisburg Patriot and News
Jeannette News-Dispatch
Jersey Shore Herald
Johnstown Democrat
Johnstown Tribune
Kane Republican
Kittanning Simpsons Leader-Times
Lancaster New Era, Intelligencer and Journal
Lansdale North Penn Reporter
Lansford Evening Record
Lebanon News-Times
Lehighton Leader
Lock Haven Express
McKeesport Daily News
Mauch Chunk Times-News
Meadville Tribune-Republican
Monessen Daily Independent
New Castle News
New Kensington Dispatch
Norristown Times Herald
Oil City Blizzard
Oil City Derrick
Philadelphia Inquirer
Philadelphia Daily News
Philadelphia Public Ledger
Philadelphia Record
Pittsburgh Post-Gazette
Pittsburgh Press
Pittsburgh Sun-Telegraph
Pottstown Mercury
Pottsville Journal
Pottsville Republican
Punxsutawney Spirit
Reading Eagle
Reading Times
Ridgway Record
St. Marys Daily Press
Scranton Scrantonian
Scranton Times
Scranton Tribune
Shamokin News-Dispatch
Sharon Herald
Shenandoah Evening Herald
Somerset Daily American
State College & Bellefonte Centre Daily Times
Stroudsburg Record
Tamaqua Evening Courier
Tarentum Valley Daily News
Titusville Herald
Towanda Daily Review
Uniontown Herald & Genius
Uniontown Daily News Standard
Vandergrift News
Warren Times-Mirror
Washington Observer-Reporter
Waynesboro Record Herald
West Chester Daily Local News
Wilkes-Barre Record
Wilkes-Barre Times Leader-Evening News
Williamsport Sun-Gazette & Bulletin

RHODE ISLAND

Newport Daily News
Pawtucket Times
Westerly Sun
West Warwick Pawtucket Valley Daily Times
Woonsocket Call

SOUTH CAROLINA

Anderson Independent-Tribune and Daily Mail
Charleston Post-News-Courier
Columbia Record
Columbia State
Greenville News-Piedmont
Greenwood Index-Journal
Rock Hill Evening Herald
Spartanburg Herald-Journal

SOUTH DAKOTA

Aberdeen American-News
Lead Daily Call
Mitchell Daily Republic
Pierre Capital Journal
Rapid City Daily Journal
Sioux Falls Argus Leader
Yankton Press & Dakotan

NEWSPAPERS OFFERING MERCHANDISING CO-OPERATION

(Continued from page 192)

TENNESSEE

Athens Post-Athenian
Chattanooga News
Chattanooga Times
Columbia Daily Herald
Dyersburg State Gazette
Greeneville Sun
Jackson Sun
Johnson City Press-Chronicle
Kingsport Times
Knoxville Journal
Knoxville News-Sentinel
Memphis Commercial Appeal
Memphis Press-Scimitar
Murfreesboro News Journal
Nashville Times
Union City Daily Messenger

TEXAS

Austin Daily Tribune
Abilene Reporter-News
Amarillo News and Globe
Amarillo Times
Athens Review
Austin American-Statesman
Beaumont Enterprise-Journal
Big Springs Daily Herald
Brownsville Herald
Brownwood Bulletin
Bryan Daily Eagle
Childress Index
Cisco Daily Press
Cleburne Times-Review
Commerce Journal
Corpus Christi Caller-Times
Corpus Christi Chronicle
Corsicana Daily Sun
Cureou Record
Dalhart Texan
Dallas Journal
Dallas Times Herald
Del Rio News-Herald
Denton Record-Chronicle
Eastland Telegram
Edinburg Valley Review
El Paso El Continental
El Paso Herald Post
El Paso Times
Ennis Daily News
Fort Worth Press
Fort Worth Star Telegram
Gainesville Register
Galveston News-Tribune
Gladewater Times-Tribune
Gonzales Inquirer
Goose Creek Sun
Greenville Evening Banner
Harlingen Valley Morning Star
Hillsboro Mirror
Houston Chronicle
Houston Post
Houston Press
Jacksonville Daily Progress
Kilgore Daily News
Laredo Times
Longview News & Journal
Lubbock Avalanche-Journal
McAllen Valley Evening Monitor
Marshall News Messenger
Mexia Daily News
Midland Reporter Telegram
Nacogdoches Daily Sentinel
Odessa Daily Bulletin
Orange Leader
Palestine Herald & Press
Pampa News
Paris News
Plainview Herald
Port Arthur News
Ranger Times
San Angelo Standard-Times
San Antonio Light
San Benito Light
Sherman Democrat
Sweetwater Reporter
Taylor Daily Press
Temple Telegram
Terrell Daily Tribune
Texarkana Gazette & News
Tyler Courier Times & Telegraph
Vernon Daily Record
Victoria Daily Advocate
Waco News-Tribune & Times-Herald

UTAH

Brigham Box Elder News Journal
Logan Herald-Journal
Ogden Standard Examiner
Provo Daily Herald
Salt Lake City Deseret News

VERMONT

Barre Daily Times
Bennington Evening Banner
Brattleboro Daily Reformer
Burlington Free Press
Burlington Daily News
Newport Daily Express
Rutland Daily Herald
St. Albans Daily Messenger

VIRGINIA

Alexandria Gazette
Bristol Herald Courier & News Bulletin
Clifton Forge Daily Review
Covington Virginian
Danville Register-Bee
Fredericksburg Free Lance Star
Harrisonburg Daily News Record
Lynchburg News and Advance
Martinsville Daily Bulletin
Newport News Press-Times Herald
Norfolk Virginia Pilot & Ledger Dispatch
Portsmouth Star
Pulaski Southwest Times
Richmond News-Leader
Richmond Times-Dispatch
Roanoke Times & World-News
Staunton News-Leader
Strasburg Northern Virginia Daily
Suffolk News-Herald
Waynesboro News-Virginian

WASHINGTON

Aberdeen Daily World
Bellingham Herald
Bremerton Sun
Bremerton News Searchlight
Centralia Daily Chronicle
Everett Daily Herald
Hoquiam Grays Harbor Washingtonian
Longview Daily News
Olympia Daily Olympian
Port Angeles Evening News
Seattle Post-Intelligencer
Seattle Star
Seattle Times
Spokane Daily Chronicle
Spokane Spokesman-Review
Tacoma Ledger-News Tribune
Tacoma Times
Vancouver Columbian
Walla Walla Union-Bulletin
Wenatchee Daily World
Yakima Republic-Herald

WEST VIRGINIA

Beckley Post Herald-Raleigh Register
Bluefield Telegraph-Sunset News
Charleston Gazette
Charleston Daily Mail
Clarksburg Exponent-Telegram
Grafton Evening Sentinel
Huntington Advertiser
Huntington Herald Dispatch
Keyder Mineral Daily News-Tribune
Logan Banner
Morgantown Post-Dominion News
Moundsville Echo
Moundsville Journal
Parkersburg Sentinel
Welch Daily News
Wheeling Intelligencer
Wheeling News-Register

WISCONSIN

Antigo Daily Journal
Appleton Post-Crescent
Baraboo News-Republic
Beaver Dam Daily Citizen
Beloit Daily News
Chippewa Falls Herald-Telegram
Eau Claire Leader-Telegram
Fond du Lac Commonwealth Reporter
Green Bay Press-Gazette
Janesville Gazette
La Crosse Tribune & Leader Press
Madison Capital Times
Madison Wisconsin State Journal
Manitowoc Herald-Times
Marinette Eagle-Star
Marshfield News-Herald
Merrill Daily Herald
Milwaukee Journal
Milwaukee Evening Post
Milwaukee Sentinel
Monroe Evening Times
Oshkosh Daily Northwestern
Portage Daily Register-Democrat
Racine Journal-Times
Rhinelander News
River Falls Sentinel
Sheboygan Press
Stevens Point Journal
Superior Evening Telegram
Two Rivers Reporter
Watertown Daily Times
Waukesha Daily Freeman
Wisconsin Rapids Daily Tribune

WYOMING

Casper Times
Cheyenne Wyoming Eagle & Tribune-Leader
Gillette News-Record
Laramie Bulletin-Republican Boomerang
Rawlins Republican-Bulletin
Rock Springs Daily Rocket
Worland Northern Wyoming Daily News

CANADA

ALBERTA

Calgary Albertan
Calgary Daily Herald
Edmonton Bulletin
Edmonton Journal
Lethbridge Herald
Medicine Hat News

BRITISH COLUMBIA

Nelson Daily News
New Westminster British Columbian
Trail Daily Times
Vancouver Sun
Victoria Daily Colonist

MANITOBA

Brandon Daily Sun
Portage la Prarie Graphic
Winnipeg Free Press
Winnipeg Tribune

NEW BRUNSWICK

Moncton Daily Times
Moncton Transcript
St. John Telegraph-Journal & Times Globe

NOVA SCOTIA

Amherst Daily News
Halifax Chronicle-Star
Halifax Herald-Mail
New Glasgow Evening News
Truro Daily News

ONTARIO

Chatham Daily News
Fort William Times-Journal
Guelph Daily Mercury
Hamilton Spectator
Kingston Whig-Standard
London Free Press
Niagara Falls Evening Review
Ottawa Citizen
Ottawa Le Droit
Owen Sound Sun-Times
Peterborough Examiner
Port Arthur News Chronicle
St. Catherines Standard
St. Thomas Times Journal
Sarnia Canadian Observer
Sault Ste Marie Star
Stratford Beacon-Herald
Toronto Star
Toronto Telegram
Welland Port Colborne Tribune
Windsor Daily Star

QUEBEC

Montreal Gazette
Montreal La Patrie
Montreal La Presse
Montreal Le Canada
Montreal Standard
Montreal Star
Quebec Chronicle-Telegraph
Quebec L'Action Catholique
Quebec Le Soleil
Sherbrooke La Tribune
Sherbrooke Daily Record
Trois-Rivieres Le Nouvelliste

SASKATCHEWAN

Moose Jaw Times-Herald
Prince Albert Daily Herald
Regina Leader-Post
Regina Daily Star
Saskatoon Star Phoenix

ALASKA

Juneau Daily Alaska Empire
Ketchikan Chronicle

TERRITORY OF HAWAII

Hilo Hawaii Press
Hilo Tribune Herald
Honolulu Advertiser

COMMONWEALTH OF PHILIPPINES

Manila Daily Bulletin

NEWSPAPER WOMEN'S CLUB OF WASHINGTON, D. C.

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Active

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Associate Members

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Non-Resident

Babbage, Mildred D. (Miss), Breckenridge News; Curtiss, Cornelia (Miss), Cleveland Plain Dealer; Drexel, Nellie DeLand (Mrs. Charles F.), Washington Star; Eustis, Grace (Mrs. Hendricks); Richart, Julia Lee (Mrs.), Alexandria Gazette; *Routt, Mary Patterson (Mrs. Orville L.), Pasadena Star-News; *Tighe, Dixie (Mrs. C. V. R. Thompson), New York Evening Post; *Triplett, Mrs. Roderick, Portsmouth Star.

NEWSPAPERS ISSUED IN TABLOID OR SMALL FORMAT

Alamosa (Colo.) News
Amarillo (Tex.) Times
Atlantic City (N. J.) World
Augusta (Kan.) Gazette
Belle Fourche (S. D.) Post
Boston (Mass.) Record and American
Burlington (Kan.) Republican
Casey (Ill.) Reporter
Casper (Wyo.) Times
Chicago (Ill.) Times
Childress (Tex.) Index
Columbus (O.) Sunday Star
Dalhart (Tex.) Texan
Des Plaines (Ill.) Journal
Dubuque (Iowa) Tribune
Fort Scott (Kan.) Heraldette
Fremont (Neb.) Reporter
Gilette (Wyo.) Journal & American
Gillette (Wyo.) News-Record
Hastings (Neb.) Spotlight
Hobbs (N. M.) Post-Courier
Kearney (Neb.) News
Laramie (Wyo.) Bulletin
Larned (Kan.) Tiller & Toiler
Los Angeles (Calif.) Illustrated News
Neodesha (Kan.) Sun
New Orleans (La.) Journal of Commerce
New York Corriere d'America
New York Mirror
New York News
North Platte (Neb.) Bulletin
Philadelphia (Pa.) News
Portales (N. M.) News
Red Bank (N. J.) Standard
Rock Springs (Wyo.) Rocket
Rocky Ford (Colo.) Gazette-Topic
Salida (Colo.) Mail
St. John (Kan.) Capital
Santa Fe (N. M.) New Mexico Examiner
Siloam Springs (Ark.) Herald-Democrat
Silver City (N. M.) Press & Independent
Southern Pines (N. C.) Sandhills News
Trinidad (Colo.) Light
Tucumcari (N. M.) News
Walsenburg (Colo.) World-Independent
Washington (D. C.) News
Watseka (Ill.) Iroquois County Times
Worland (Wyo.) Northern Wyoming News
Yonkers (N. Y.) Record
Yonkers (N. Y.) Times

CANADA

Montreal (P. Q.) La Patrie
Montreal (P. Q.) L'Illustration Nouvelle

COMPOSITION OF PRINTERS' METALS

Standard metal formulas as recommended by typesetting machine manufacturers are as follows:

Linotype and Intertype, 4 per cent tin, 11 per cent antimony, 85 per cent lead.

Standard Monotype, 7 per cent tin, 16 per cent antimony, 77 per cent lead.

Special Monotype, 8 per cent tin, 16½ per cent antimony, 75½ per cent lead.

Stereotype, 6 per cent tin, 14 per cent antimony, 80 per cent lead.

Electrotype, 3 per cent tin, 4 per cent antimony, 93 per cent lead.

THE JOURNALISTIC CODE OF WARREN G. HARDING

With reference to newspaper ethics, President Harding's views are best known in the rules laid down for the editorial department of the *Marion Star*.

"Remember there are two sides to every question. Get them both.

"Be truthful. Get the facts.

'Mistakes are inevitable, but strive for accuracy. I would rather have one story exactly right than a hundred half wrong.

"Be decent, be fair, be generous.

"Boost—don't knock.

"There is good in everybody. Bring out the good and never needlessly hurt the feelings of anybody.

"In reporting a political gathering give the facts, tell the story as it is, not as you would like to have it. Treat the parties alike. If there is any politics to be played we will play it in our editorial columns.

"Treat all religious matters reverently.

"If it can possibly be avoided, never bring ignominy to an innocent man, woman or child in telling of the misdeed or misfortunes of a relative.

"Don't wait to be asked but do it without asking, and above all be clean and never let a dirty word or suggestive story get into type.

"I want this paper so conducted that it can go into any home without destroying the innocence of children."

PRINCIPAL FOREIGN LANGUAGE DAILIES OF U. S. A.

CALIFORNIA

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	Business Manager General Manager Circulation Manager	Advertising Manager Nat'l Advertising Manager Classified Manager
Calexico & Mexicali	Spanish	La Voz—El Mundo	7,321	.045	Ben W. Curry	M. L. Walker (e) (me) F. L. Poce (ce)	Frank Verino (bm) Ben W. Curry (gm) R. H. Marshall (cm)	M. L. Spike (am) Ben W. Curry (nam) R. H. Bacon (asst. nam) M. Guerena (clm)
Los Angeles	Japanese	L. A. Japanese Daily News	8,478	.05	H. T. Komai	H. T. Komai (e) Hiroshi Suzuki (me)	H. T. Komai (bm)	T. K. Shindo
	Spanish	La Opinion		.06 .08	Ignacio E. Lozano	Ignacio E. Lozano (e) Alfredo Gonzales (me)	Luis Diaz Flores (bm)	
	Chinese	Chinese Times	9,659	.75*	Chinese Times Pub. Co.	Yen Shew Mon (e) Walter U. Lum (me)	Joseph K. Lum (bm)	
San Francisco	Chinese	Chinese World	8,000	$1.50*	Sai Gai Yat Bo Pub. Co.	Robert L. Park (e)	Richard Fung (bm)	
	Chinese	Chung Sai Yat Po	9,109	$1.50*	Chung Sai Yat Po Pub. Co.	Leung Yuk Cheung (e) Ng Yee Yin (me)	Ng Lim (bm) Ng Lim (cm)	Ng Lim
	Italian	La Voce Del Popolo	.....	.12	G. Torchia	O. D. Ronchi (e) (me) (ce)	G. Toshia (bm) (gm) E. Vannucchi (cm)	G. Torchia
	Japanese	Japanese American News	9,766	.85*	Japanese-American News, Inc.	I. Kawashima (e) S. Asano (me) T. Tahara (ce)	J. Tsuda (bm) Y. W. Abiko (gm) S. Kurachi (cm)	T. Kobayaski
	Japanese	New World-Sun Daily	10,137	.60*	K. Ebim	T. Abe (e) T. Ota (me) (ce)	K. Ichimaru (bm) M. Nishida (cm)	W. Yanagi

FLORIDA

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	Business Manager General Manager Circulation Manager	Advertising Manager Nat'l Advertising Manager Classified Manager
Tampa	Spanish	El Heraldo Dominical	3,500	.60*	Jose de la Campa	Demetrio Rivera (e)	Melvin J. Fiedal (bm)	R. S. Sesti
	Spanish	La Gaceta	4,565	.45*	Victoriano Manteiga	Victoriano Manteiga (e)	Roland Manteiga (bm) Ofelia Manteiga (cm)	Roland Manteiga
	Spanish	La Traduccion-Prensa	13,250	.04	Ernest Santos, adm.	A. A. Fernandez (e)	Urbana Perez (bm)	

HAWAII

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	Business Manager General Manager Circulation Manager	Advertising Manager Nat'l Advertising Manager Classified Manager
Hilo	Japanese	Hawaii Mainichi	4,100	.03	Hawaii Mainichi Sah, Ltd.	T. Higa (e) M. Hiraiwa (me)	N. Tokushiro (bm) (gm) H. Iwamoto (cm)	Y. Kizmura (am) S. Takemoto (nam)
Honolulu	Japanese	Hawaii Hochi	12,280	.065	Fred K. Makino	G. W. Wright S. Terasaki	F. K. Makino (bm)	Eugene T. Ichinose
	Japanese	Nippu Jiji	14,098	.065	Nippu Jiji Co., Ltd.	Yasutaro Soga (e) Shoichi Asami (me) Z. Kawasoe (ce)	Katsuichi Kawamoto (gm) K. Yujiri (cm)	Shigeo Furukawa (am) Harry S. Tomiat (nam) H. Amano (clm)

ILLINOIS

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	Business Manager General Manager Circulation Manager	Advertising Manager Nat'l Advertising Manager Classified Manager
Chicago	Czechoslovak (Bohemian)	Denni Hlasatel	50,747	.10	Denni Hlasatel Ptg. & Pub. Co., Inc.	Joseph Neusil (e) Ladislav Fligl (me) John Sepa (ce)	Edward Rezabek (bm) (gm) V. Lasky (cm)	Vladimir Spatny (am) (nam) Anthony Jurcik (cl)
	Czechoslovak	Narod	1,883	.05	Bohemian Benedictine Press	John Rerucha (e) Ernest Ziska (me) Jerry Smejkal & Joseph Sitek (ce)	Frank Holas (bm) Joseph Chvatal (gm) John Repa (cm)	Frank Kaspar
		Svornost	50,942	.10	August Geringer & Son	J. Miniberger (e) V. A. Geringer (me) J. Kolben (ce)	Miles B. Geringer (bm) (gm) Vlasta Vesely (cm)	Miles B. Geringer Olga Vratny
		Sunday edition	50,942	.12				
	German	Abendpost	21,747	.14	Paul H. Mueller	Paul Kammerling (me) Henry Metzler (ce)	F. J. Otte (bm) Chas. Wals (cm)	L. H. Lange
		Sonntagpost	16,821	.14				
	Italian	L'Italia		.10	Niccolo Lo Franco	Niccolo Lo Franco		
	Jewish	Jewish Courier	46,782	.14	Israel E. Ginsburg	Dr. Mordecai Katz (e) Israel E. Ginsburg (me) Nathan Kravitz (ce)	Leo Silberman (bm) Harry A. Lipsky (gm) Seymour V. Shub (cm)	Leo Silberman (am) (nam) Louis Vickar (cl)
		Sunday edition	46,782	.14				
		Jewish Forward	26,880	.14	Forward Association	Abraham Cahan (e) Harry Rogoff (me) Jacob Siegel (ce)	Morris L. Polin (bm) Alexander Kahn (gm) Morris Blumin (cm)	Morris L. Polin (am) Julius Epstein (nam) S. Maxwell (cl)
		Sunday edition	30,902	.14				
	Lithuanian	Draugas	25,043	.06	Draugas Publishing Co., Inc.	Leonard Simutis (e)	A. Andriusis (bm)	
		Naujienos	35,481	.10	Lithuanian News Pub. Co.	Pius Grigaitis (e) Anthony Vaivada (ce)	T. Rypkevics (bm) (cm) Pius Grigaitis (gm)	T. Rypkevics
	Polish	Dziennik Chicagoski	24,952	.15	Polish Pub. Co.	Joseph Przydatek (e) Thaddeus S. Ligman, C. R. (me) Joseph Jakicie (ce)	Thaddeus S. Ligman, C. R. (bm) (gm) L. J. Guligowski (cm)	
		Polish Zgoda	23,756	.15	Alliance Ptrs. & Pubs., Inc.	Karol Piatkiewicz (e) Karol Burke (ce)	J. S. Swierczynski (gm)	A. J. Lukasszewski (am) (nam) (cm)
	Slovak	L'Udovy Dennik	26,000	.061	L'Udovy Denaik Pub. Assn. of America	Pavel Hodos (e) Frank Stefik (me)	Frank Stefik (bm)	
	Slovenian	Amerikanski Slovenec	9,800	.06	Edinost Publishing Co., Inc.	John Jerich, Sr. (e) (me)	Albin Zakrajsek (bm) (gm)	

MAINE

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	Business Manager General Manager Circulation Manager	Advertising Manager Nat'l Advertising Manager Classified Manager
Lewiston	French	Le Messager	5,327	.04	J. B. Couture	Henry De Vitry (e) L. P. Gayne (ce)	V. L. Couture F. C. Couture	

MARYLAND

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	Business Manager General Manager Circulation Manager	Advertising Manager Nat'l Advertising Manager Classified Manager
Baltimore	German	Baltimore Correspondent	21,743	.09	Val J. Peter	Walter J. Palme (e) (me) Oswald Fritsche (ce)	Theodore Val. Peter (bm) (gm) Wilbert Gameroff (cm)	William A. Michel (am) G. W. Imbruecker (nam)
		Sunday edition	21,743	.09				

MASSACHUSETTS

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	Business Manager General Manager Circulation Manager	Advertising Manager Nat'l Advertising Manager Classified Manager
Boston	Armenian	Baikar	3,100	.75*	Baikar Association, Inc.	Hratch Gervant (e)	H. M. Paroonagian (bm)	
		Hairenik	5,000	.75*	Hairenik Association, Inc.	R. Darpinian (e)	V. Serpos (bm) V. Serpos (gm)	
	Italian	La Notizia	20,975	.10	G. N. Longarini	J. J. Romolo (e) Luigi LoPresti (me) J. J. Romolo (ce)	G. N. Longarini (bm) G. N. Longarini (gm) R. Nigro (cm)	G. N. Longarini (am) (nam) R. Nigro (cm)
	Jewish	Jewish World	24,630	.08	Harry L. Katz	K. Waldman (e) Louis Gass (ce)		
	Polish	Kuryer Codzienny	28,752	.11	Henry H. Chmielinski	J. Twarog (e) S. Paltynowicz (me)	S. Mackiewicz (bm)	
Fall River	French	L'Independant	6,791	.05	Louis P. Clapin	Ph. A. Lajoie (e) Irene L. Plante (ce)	Albert J. F. Plante (bm) Louis P. Clapin (gm) Alfred A. Montplaisir	Albert J. F. Plante (am) (nam) Rogatienne Belanger (cl)
Fitchburg	Finnish	Raivaaja	7,213	.05	Raivaaja Pub. Co.	Oskari Tokoi (e) George Makela (me)	John Suominen (bm)	
Lowell	French	L'Etoile	4,200	.029	Louis A. Biron	Lucien A. Desmarais (e) Antoine Clement (ce)	Louis A. Biron, Jr. (bm) Louis A. Biron (gm) Joseph Gregoire	Reginald V. Dragon

MICHIGAN

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	Business Manager General Manager Circulation Manager	Advertising Manager Nat'l Advertising Manager Classified Manager
Detroit	German	Abendpost	4,450	.07	Detroit Daily Abendpost Publishing Co.	Helmut O. Barth	A. H. Menke	
	Polish	Polish News	30,154	.13	Frank Janussewski	J. Ostrowski (e)	Frank Janussewski (gm) B. Gribenas (cm)	Louis Swendson

MINNESOTA

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	Business Manager General Manager Circulation Manager	Advertising Manager Nat'l Advertising Manager Classified Manager
Duluth	Finnish	Paivalehti	6,681	.043	Finnish Pub. Co.	John L. Ollila (e)	Kosti R. Erlund (bm)	Kosti R. Erlund
St. Paul	German	Volkszeitung	16,217	.10	Val J. Peter	Cornelius Sittard (e)	H. B. Schunecht (bm)	Henry Kolsch

NEBRASKA

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	Business Manager General Manager Circulation Manager	Advertising Manager Nat'l Advertising Manager Classified Manager
Omaha	German	Tribune	26,250	.10	Val J. Peter	Otto Kinder (e)	Carl J. Peter (bm) D. A. Elsener (cm)	Carl J. Peter
		Sunday edition	26,250	.10				

PRINCIPAL FOREIGN LANGUAGE DAILY NEWSPAPERS—Continued

NEW HAMPSHIRE

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor / Managing Editor / City Editor	Business Manager / General Manager / Circulation Manager	Advertising Manager or Nat'l Advertising Manager / Classified Manager
Manchester	French	L'Avenir National	2,163	.03	L'Avenir National Pub. Co.	Ernest A. Bournival (e) Ernest A. Bournival (me)	Ernest A. Bournival (bm)	F. N. Bournival

NEW JERSEY

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor / Managing Editor / City Editor	Business Manager / General Manager / Circulation Manager	Advertising Manager or Nat'l Advertising Manager / Classified Manager
Jersey City	Ukrainian	Svoboda	13,678	.06	Ukrainian Press & Book Co.	Dr. Luke Myshuha (e) Emil Revyuk (me)	Emil Revyuk (gm)	

NEW YORK

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor / Managing Editor / City Editor	Business Manager / General Manager / Circulation Manager	Advertising Manager or Nat'l Advertising Manager / Classified Manager
Brooklyn	Lithuanian	Laisve	15,300	.12	Laisve, Inc.	Roy Mizara (e) Stephie Sasna (ce)	Frank Buck (gm) Lillian Banks (cm)	
Buffalo	Polish	Polish Everybody's Daily	28,960	.15	Mrs. F. Russkiewicz, Mrs. J. C. Russkiewicz.	Adolph Cepura (e) John Goral (ce)	F. B. Rogger (gm) Matt Pelczynski (cm)	Michael Bukowski (am) Al. Biedron (nam) Stephen Kulinowski (cl)
New York	Czech (Bohemian)	New Yorske Listy	11,355	.07	New York Listy Pub. Co., Inc.	Karel Leitner (e) Ladislav H. Vydra (ce)	William J. Horky (bm) John V. Dvorsky (gm)	
		Sunday edition	11,355	.068				
	Chinese	Chinese Journal	15,000	1.00	Chinese Journal, Inc.	Dr. C. K. Yang (e) Sam Yuen (ce)	Gilbert Moy (bm) Moy Bue (cm)	Gilbert Moy (am)
	Finnish	Eteenpain	.....	.45*	F-A Printing Corp.	Richard Pesola (e) Richard Pesola (me)	Hugo Paasikivi (bm)	
	German	Staats-Zeitung und Herold	48,002	.29	Staats-Zeitung Corp.	Victor F. Ridder (e) J. A. Meyer (me) A. Brunst (ce)	Charles J. Fuerst (bm) Julius Holz (gm) C. J. Fuerst (cm)	H. A. Sutcliffe (am) A. O. Lynch (nam) Charles Eckman (cl)
		Sunday edition	63,054	.34				
	Greek	Atlantis	11,651	.10	Atlantis	Vladimir Constantinides (e)		Thomas Chrystie (am)
		Sunday edition	14,277	.10				
	Greek	National Herald	14,660	.10	P. P. Tatanis	Demetrius Callimachos (e) Demetrius Callimachos (me)	Nicholas P. Tatanis (bm)	
	Hungarian	Amerikai Magyar Nepszava	29,054	.13	Amerikai Magyar Nepszava, Inc.	Paul Nadanyi (me) Dr. Oscar Miklos (ce)	Max Kaufman (bm) Max Kaufman (gm) A. White (cm)	Alexander Tarcs (am) Max Kaufman (nam) C. Fenyves (cl)
		Sunday edition	29,054	.13				
	Italian	Corriere D'America	31,562	.18	Gr. Uff. Generoso Pope	Frank Panciatichi (e) Frank Cantelmo (me) Italo Stanco (ce)	Eugene Celio (bm) Alfred Franceschetti (asst. bm)	Samuel Levin (am) Otto Asciutto (nam)
		Sunday edition	24,869	.18				
		Il Progresso Italo-Americano	80,938	.26	Generoso Pope	Italo C. Falbo (e) Frank De Rogatis (me) Corrado Altavilla (ce)	Teresa Anastasi (bm) Peter Alfieri (cm)	Samuel Levin (am) Arnold A. Polcari (cl)
		Sunday edition	76,833	.26				
	Jewish	Freiheit	51,246	.20	Morning Freedom Pub. Co., Inc.	P. Novick (e)	S. Feldman (bm)	N. Wein (am) (nam)
		Sunday edition	51,246	.20				
		Jewish Day	65,551	.25	American Jewish Pub. Corp.	Dr. Samuel Margoshes (e) Z. H. Rubinstein (me) M. Starkman (ce)	Maurice Brooks (gm) M. Shelubsky (cm)	Joseph Jacobs (nam)
		Saturday edition	78,127	.25				
		Sunday edition	78,039	.25				
		Jewish Forward	103,798	.29	Forward Assn.	Abraham Cahan (e) Harry Rogoff (me) Jacob Rich (ce)	Alexander Kahn (gm) E. Bromberg (cm)	Joshua S. Epstein (am) (nam)
		Saturday edition	122,637	.29				
		Sunday edition	123,083	.29				
		Jewish Journal & News	72,598	.25	Arthur L. Malkenson	David L. Mekler (e) Michael Bron (ce)	Israel Kamaiky (bm) Louis S. Bieley (cm)	Aaron Nissenson (am) Joseph Jacobs (nam) Harry Kaadan (cm)
		Sunday edition	68,693	.25				
	Polish	Nowy Swiat	19,491	.11	M. F. Wegrzynek	M. F. Wegrzynek (e) P. P. Yolles (me) Peter P. Yolles (ce)	M. F. Wegrzynek (gm) J. Godlewska (cm)	Max Kaufman (am) O. Orlik (cl)
		Sunday edition	12,104	.11				
	Russian	Russky Golos	30,075	.10	Russky Golos Pub. Corp.	Dr. D. Z. Krinkin (e)	J. Eberhardt (bm) L. Taran (cm)	Oscar A. Korff
		Sunday edition	30,075	.10				
		Novoye Russoye Slovo	25,165	.10	Victor Shimkin	Mark Weinbaum (e) Mark Weinbaum (me)		
		Sunday edition	25,172	.10				
	Slovenian	Glas Naroda	5,000	.10	Slovenic Pub. Co., Inc.	John Tercek (e)	Frank Sakser (bm)	
	Spanish	La Prensa	*8,976	.077	Jose Camprubi	Jose Camprubi (e) Julio Garzon (me) Venancio Perez (ce)	Jose Camprubi (gm)	Delfin Gonzales
		* Circulation of 12,000 now claimed by publisher.						
	Ukrainian	Ukrainian Daily News	15,200	.10	Robitnyk Pub. & Ptg. Co., Inc.	Michael Tkach (e) Walter Riback (ce)	Michael Kniazewich (bm)	
Rochester	German	Abendpost	13,352	.08	Julius Stoll	Herman Ferno (e) Erie Voesmeyer (ce)	Herman Stoll (bm) Herbert Hoyer (cm)	Julius Stoll, Jr.

OHIO

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor / Managing Editor / City Editor	Business Manager / General Manager / Circulation Manager	Advertising Manager or Nat'l Advertising Manager / Classified Manager
Cleveland	Bohemian (Czech)	Svet-American	26,250	.09	Svet Printing & Pub. Co.	Frank J. Kutak (e) Oscar Niederle (me) Anton Svoboda (ce)	John L. Payer (bm) Elisabeth Klima (gm) David Spisel (cm)	John L. Payer
	Italian	La Voce del Popolo Italiano	14,721	.085	E. Melaragno	S. E. Ardito (e) C. Melarano (me) S. E. Ardito (ce)	A. E. Frankel (bm) C. Melarano (gm) E. Melaragno (cm)	A. E. Frankel (am) E. Melaragno (nam) A. E. Frankel (cl)
	Jewish	Jewish World	14,948	.09	Jewish World Pub. Co.	Leon Wiesenfeld (e)	M. A. Rapport (bm)	A. B. Haber
	Polish	Wiadomosci Codzienne	29,371	.10	Polish Daily News, Inc.	Prof. T. Siemiradzki (e) Z. B. Dybowski (me) L. Z. Adamczak (ce)	Paul Kurdziel (bm) Paul Kurdziel (gm) S. D. Spisel (cm)	A. J. Kurdziel (am) J. Kurdziel (cl)
	Slovenian	Ameriska Domovina	7,000	.75*	Victor J. Knaus	James Debevec (e)		James Debevec

PENNSYLVANIA

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor / Managing Editor / City Editor	Business Manager / General Manager / Circulation Manager	Advertising Manager or Nat'l Advertising Manager / Classified Manager
Philadelphia	German	Gazette Democrat	41,317	.23	Louis Mayer			
		Sunday edition	41,786	.23				
		Philadelphia Tageblatt	2,451	.8	Philadelphia Tageblatt Pub. Co.	Herman Lemke	Emma Barth	
	Italian	Il Popolo Italiano	16,217	.20	Remo Zuecca	Remo Zuecca (e) Phillip Bocchini (me) Cav. C. Costantini (ce)	Mario H. Zuecca (gm) Guido Zuecca (cm)	Mario H. Zuecca
	Jewish	Jewish Morning Journal	19,220	.13	Jewish Journal Publishing Co.	Charles Jaffe (e) D. L. Mekler (me) Jacob Rudick (ce)	J. Sommerstein (bm) Louis Gerson (gm) J. Sommerstein (cm)	J. Sommerstein (am) A. Nissenson (nam) Max Backer (cl)
		Sunday edition	19,220	.16				
		Jewish World	21,977	.13		M. Melamed (e)	M. Henry Potter (gm) B. Bichovsky (cm)	M. Henry Potter (am) G. Schwartz (cl)
		Sunday edition	21,977	.18				
Pittsburgh	German	Volksblatt und Freiheits Freund	10,740	.08	Volksblatt Pub. Co.	M. M. Haw (e)	Barnard M. Doran (bm)	
	Serbian	American Srbobran	15,183	.09	American Srbobran, Inc.	Branko Dajicic	Charles Milich (bm)	

RHODE ISLAND

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor / Managing Editor / City Editor	Business Manager / General Manager / Circulation Manager	Advertising Manager or Nat'l Advertising Manager / Classified Manager
Woonsocket	French	L'Independant	3,675	.035	Louis Clapin	Ph. A. Lajoie	Oscar A. Mayer (bm)	Oscar A. Mayer

TEXAS

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor / Managing Editor / City Editor	Business Manager / General Manager / Circulation Manager	Advertising Manager or Nat'l Advertising Manager / Classified Manager
El Paso	Spanish	El Continental	11,258	.06	Morris J. Boretz	Alberto Gonzales (e) Lester Green (me)	Glenn F. Nichols (gm)	Dick Richards (am) Glenn F. Nichols (nam) C. Caballero (cl)
		Sunday edition	11,258	.065				
San Antonio	Spanish	La Prensa		.06	Lozano Newspapers, Inc.	M. R. Vidal (me) Manuel Ruiz (ce)	Leonides Gonzales (bm) E. Guardiola (cm)	Javier Viesca (am) Ignacio Torres (cl)
		Sunday edition		.08				

WASHINGTON

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor / Managing Editor / City Editor	Business Manager / General Manager / Circulation Manager	Advertising Manager or Nat'l Advertising Manager / Classified Manager
Seattle	Japanese	Great Northern Daily News	8,742	.33*	Richard C. Takeuchi	H. Oishi (e) F. A. Tahara (me)	Y. Sato (bm) I. Masuda (gm) Y. Sato (cm)	Y. Sato
		North American Times	8,988	.06	Sumikiyo Arima	Sumiyoshi Arima (e) Takami Hibiya (ce)	Sumio Arima (bm)	Sumio Arima (nam)

WISCONSIN

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor / Managing Editor / City Editor	Business Manager / General Manager / Circulation Manager	Advertising Manager or Nat'l Advertising Manager / Classified Manager
Milwaukee	German	Deutsche Zeitung	10,163	.09				R. A. Kuhn (am)
		Sunday edition	10,163	.09		William B. Schnabel (me)	C. Ziegler (cm)	
	Polish	Kuryer Polski	25,640	.10		Joe Karas (e)	Col. Peter F. Piasecki (gm)	Max F. Maskiakowski (am)
		Sunday edition	25,640	.12		Joseph Kapmarski (me)	Miss Helen E. Faltynski (cm)	
		Nowiny Polskie	24,443	.08	Nowiny Polskie	Thomas A. Jaslorkowski (e) John Jakusz Gostomski (me) John Rapala (ce)	Bartholomew Snella, O.M.C. (gm) Siegfried Fietz (cm)	John Jakusz Gostomski (am) Florence Meyer (cl)

MAJOR COURT DECISIONS OF 1939 AFFECTING PUBLICATIONS AND ADVERTISING

Developments of 1939 in the field of law of especial interest to the publishing world may be briefly reviewed under three significant headings:

Publication—considering problems growing out of printing and radio broadcasting.

Advertising—which is concerned with the latest phases of regulatory legislation and the activities of the Federal Trade Commission.

Labor—which "highspots" the latest phases of what is perhaps the most widely litigated problem on the American scene.

PUBLICATION

The year saw a number of interesting decisions limiting the immunity of radio broadcasting. One affects the *right of privacy*, which continues to bar publication of those matters which concern "the private life habits, acts and relations of the individual except on privileged occasions." Courts have held that the use of a person's name without his consent for advertising purposes, or publication to the general public of the non-payment of a debt is a violation of the right of privacy.

The issue of privacy arose again in a recently decided case [Mau v. Rio Grande Oil, Inc. et al., 28 F. Supp. 845 (Cal.)]; the plaintiff, a chauffeur, was held up and robbed, suffering a serious injury which resulted in a severe shock to his nerves and made him "mentally ill, nervous, and distraught." Mere mention of the shooting brought on acute nervous attacks. Sixteen months later, defendant caused to be broadcast a dramatization of the event using plaintiff's name without his consent. When the plaintiff heard the broadcast his physical and mental condition became such that he could not drive an automobile with safety and was discharged. In allowing the suit the court reiterated one's right "to be left alone."

News Value Important

Two cases well illustrate the permissible area of news recording.

In Melvin v. Reid, 112 Cal. App. 285, 297 Pac. 91 it was held that although defendant could lawfully make motion pictures from true incidents in plaintiff's lurid and sinful past, the use of her true name in connection therewith was a direct invasion of her right of privacy. The implied basis for the decision appears to have been that the facts were neither privileged nor of general public interest. The most serious limitation upon the right of privacy is, undoubtedly, the constitutional guaranty of liberty of speech and of press.

In Junes v. Herald Post Co., 230 Ky. 227, 18 S.W. (2d) 972, it was held that defendant's newspaper story of the stabbing of plaintiff's husband and of the plaintiff's heroic part in it, accompanied by plaintiff's name and picture, did not violate plaintiff's right of privacy.

The latter case involved a current event in itself harmless to the plaintiff, while the former had to do with a disgraceful and sordid period in plaintiff's past life, the publication of which at the time would be highly injurious to the plaintiff in view of her respectable position.

The distinction is one between a *current news-event* in which the principal actors are named, on the one hand, and facts from a person's history published to satisfy the curiosity of an inquisitive public. The subject-matter of the publication is immaterial; it is the circumstances under which the publication takes place which are controlling.

"Publication" By A Letter

A novel *contempt* case was decided by the Court of Appeals of Maryland. The writing of a letter to the presiding judge in a criminal case, expressing the writer's opinion of the good character of the defendant and stating that the defendant had told him what had occurred and that he believed the defendant to be innocent, was held contempt of court. The obvious purpose of the letter, the court ruled, was to influence the lower court in its decision of the case. The court concluded that the judiciary, "must suffer if such practices, so foreign to our fundamental concept of justice and right, are to be permitted." Freedman v. Maryland, May 16, 1939.

Bridges' Telegram Held Contempt

A labor union leader who sent to the Secretary of Labor a telegram denouncing a court decision affecting the union, and who caused a copy of the telegram to be given to the union's publicity agent with the result that the telegram was published in part in newspapers of wide circulation, was guilty of contempt of court. The telegram described the decision as "outrageous" and stated that attempted enforcement would tie up shipping along the entire Pacific Coast. The publication tended materially to affect the orderly administration of justice in the case in which the decision was rendered. The publication constituted contempt although the decision had been rendered, since the action was still pending in view of the fact that the time within which a motion for a new trial could be made had not expired. The fact that the labor leader was a party to the action in which the decision was made was immaterial since he was the president of the union and was, therefore, directly and vitally interested in the result of the action. Such publication cannot be justified on the theory that he was exercising the right of free speech. The constitutional right of freedom of speech does not embrace the right to make utterances with respect to causes pending before courts of justice having for their purpose and manifest tendency an attempted interference with the orderly administration of justice. Bridges v. Superior Court of California. (Oct. 16, 1939).

Privilege Plea Denied

Statements broadcast during a commercial radio program criticizing insurance companies are not within the defense of qualified privilege in a libel action. Broadcasts by so-called "insurance counsellors" in which they stated that insurance companies have charged policyholders twice as much as they should have, that the insurance companies are engaged in a legalized racket, that policyholders have been "taken for a ride" by the weekly endowment insurance, and that every insurance company tricks policyholders are not privileged. The broadcasting privileges in this case were leased for pay. A qualified privilege protects one who in his utterance performs a duty, whether legal, social or moral, toward somebody who has an interest in having that duty discharged. No qualified privilege extends to communications, to newspapers and to the public generally. Metropolitan Life Ins. Co. v. Knickerbocker Broadcasting Co., Inc. (Oct. 9, 1939).

New "Tort" on Radio

A new rule of law was created by the Pennsylvania Supreme Court in holding that defamation by radio is neither libel nor slander, but a new, "distinct" tort to which it is not necessary to apply the rules of either libel or slander. This decision is made in a case involving the liability of a broadcasting company for a defamatory remark made in the course of the broadcast of a sponsored program. Thus there is evolved by judicial decision a new right of action growing out, as the court states, of the "new problem" presented by radio broadcasting. Previous cases involving the liability of a broadcasting company for defamation have followed the analogy of publication of a libel by a newspaper and have held the company a joint publisher with absolute liability. In the first case in any appellate court of the United States where the factor of an unforeseeable extemporaneous departure from the script has been present, the defendant, a broadcasting company, leased its facilities to a commercial advertising company for a series of sponsored programs. The principal performer, an employe of the advertising company, deviated from the rehearsed script and made an extemporaneous remark concerning plaintiff, a hotel. Plaintiff brought an action of trespass for defamation. The Pennsylvania Supreme Court held that, conceding the remark to have been defamatory, the defendant was not liable in the absence of any negligence on its part. Summit Hotel Co. v. National Broadcasting Co. (Sept. 18, 1939).

Vendor Held Not Liable

The privilege of "fair and accurate report" of judicial proceeding was the subject of litigation in Bowerman v. Free Press, 287 Mich. 443, 283 N.W. 642 (1939). There the defendant newspaper published a false account of plaintiff's testimony in a criminal trial. In an action for damages for libel against the newspaper and the local distributor of the papers who had no knowledge that libels were contained therein, held (1) privilege to report judicial proceedings applies only to a correct report, even though the inaccuracy be the result of an unintentional mistake; and (2) that the vendor is not liable in the absence of knowledge that the newspaper contained libelous matter or knowledge of extraneous facts to put him on guard.

* * *

ADVERTISING

A doctrine is like a family that is coming up in the world; it fits itself out with an ancient lineage—Old Simian Proverb.

On the strength of such a lineage *caveat emptor—let* the buyer beware—has been nurtured. Legislation may begin where evil begins. The vast expansion of modern advertising has been accompanied by many results. The ancient art of puffing exceeded its bounds; expectancy gace way to positive warranty. Some form of regulation was deemed necessary.

The most potent single force in the regulation of advertising is the Federal Trade Commission, whose jurisdiction over this field has widened considerably by the addition of two laws supplementing the Federal Trade Commission Act passed in 1914. By one, the Wheeler-Lea Amendment of 1938, its orders are automatically operative if no appeal is taken. By the other the Federal Food, Drug & Cosmetic Act of 1939, its activities have been extended far beyond the original limited sphere of controlling unfair methods of competition.

The Wheeler-Lea Amendment

Almost from its very inception the Commission has exercised its powers to ban false and misleading advertising which was stigmatized as unfair competition. The exercise of this power over unfair methods of competition in commerce was sanctioned by the Supreme Court as far back as 1922 in F.E.C. v. Winsted Hosiery Co. In upholding the order, Mr. Justice Brandeis, speaking for the court, said:

"The honest manufacturer's business may suffer not merely through a competitor's deceiving his direct customer, the retailer, but also through a competitor's putting into the hands of the retailer an unlawful instrument, which enables the retailer to increase his own sales of the dishonest goods, thereby lessening the market for the honest product."

Concern For Consumers

From 1915 to 1929 the Commission's activities in this field were wholly concerned with such false and misleading advertisements as were complained of by business competitors. By 1929 the Commission announced (in its Annual Report of 1937) it had become apparent that misrepresentation embodied in false and misleading advertising was of such volume that it should receive specialized attention from the Commission. Extended inquiry and voluminous examinations have caused the Commission to shift its emphasis to protection of the consumer, and the fact that a false statement may be obviously false to those who are trained and experienced does not change its character, nor take away its power to deceive others less experienced. "Laws are made to protect the trusting as well as the suspicious." (U. S. Sup. Ct. M. in F.T.C. v. Standard Education Society, 1937).

A further step in aid of the consumer is now being tested by the Commission—namely to hold a publication for issuing its seal of approval on commodities, which approval the Commission insists is an unwarranted guaranty, for it is a mere "warranty of the physical construction and chemical composition of the product with an agreement to replace if, after complaint, Good Housekeeping deems it defective. (Hearst Magazines, Inc., New F.T.C. Complaint No. 3872).

Illegal Acts of Trade

Among the types of unfair competition banned by the Federal Trade Commission and the courts are: The use of false or misleading advertising, calculated to mislead and deceive the purchasing public to their damage and to the injury of competitors; misbranding of fabrics and other commodities respecting the materials or ingredients of which they are composed, their quality, purity, origin, source, attributes or properties, history, or nature of manufacture, and selling them under such names and circumstances that the purchaser would be misled in these respects; bribing buyers or other employes of customers and prospective customers, without the latter's knowledge or consent, to secure or hold patronage; procuring the business or trade secrets of competitors by espionage, or bribing the employes, or by similar means; inducing employes of competitors to violate their contracts and enticing away employes of competitors in such numbers or under such circumstances as to hamper or embarrass the competitors in the conduct of their business; making false and disparaging statements respecting competitors' products, their value, safety, etc., and competitors' business, financial credit, etc., in some cases under the guise of ostensibly disinterested and specially informed sources or through purported scientific but, in fact, misleading demonstrations or tests; trade boycotts or combinations of traders to prevent certain wholesale or retail dealers or certain classes of such dealers from procuring goods at the same terms accorded to the boycotters or conspirators, or to coerce the trade policy of their competitors or of manufacturers from whom they buy; selling rebuilt, secondhand, renovated, or old products or articles made from used or second-hand materials as and for new; paying excessive prices for supplies for the purpose of buying up the available supply and hampering or eliminating competition; using concealed subsidiaries, ostensibly independent, to obtain competitive business otherwise unavailable, and making use of false and misleading representations, schemes and practices to secure representatives and make contracts; combinations or agreements of competitors to enhance prices, maintain prices, bring about substantial uniformity in prices or to divide territory or business, to cut off competitors' sources of supply, or to close markets to competitors, or otherwise restrain or hinder free and fair competition.

"Bargains" Frowned Upon

Various schemes to create the impression in the mind of the prospective customer that he or she is being offered an opportunity to make a purchase under unusually favorable conditions when such is not the case, with capacity and tendency to mislead and deceive many of the purchasing public into buying products involved in such erroneous belief.

(a) Sales plans in which the seller's usual price is falsely represented as a special reduced price made available on some pretext for a limited time or to a limited class only, or involving false claim of special terms, equipment, or other privileges or advantages.

(b) The use of the "free goods" or service device to create the false impression that something is actually being thrown in without charge, when, as a matter of fact, it is fully covered by the amount exacted in the transaction as a whole.

(c) Use of misleading trade names calculated to create the impression that a dealer is a manufacturer or grower, importer, etc., selling directly to the consumer with resultant savings.

(d) Use of pretended, exaggerated retail prices in connection with or upon the containers of commodities intended to be sold as bargains at lower figures.

(e) Use of false or misleading representation that article offered has been rejected as non-standard or is, for some other special and unusual reason, offered at an exceptionally favorable, or other than its normal, price.

Food, Drug and Cosmetic Act

This latest regulatory measure (effective Jan. 1, 1940) makes advertising responsible for consumer protection. False advertisement is explicitly defined as an advertisement other than labeling which is misleading in "material respect." In determining whether the ad is false, account is to be taken not only of the representations made or suggested by statement, design or sound, but also the extent to which the advertisement fails to reveal facts which are material in the light of the representations made or the probable consequences of using the product under the prescribed or usual conditions.

Robinson-Patman Act

The Anti-Trust laws were designed to curb monopoly. Interpretations of the Courts however have narrowed the application of these laws. The result has been that anti-trust violations have been many and the very purpose of the law was being defeated. By the Robinson-Patman Act, which was originally intended to curb the buying advantages of the chain stores, the anti-trust laws were extended into a field of competition between rival methods of distribution. Formerly it was necessary to prove a substantial lessening of competition, which was extremely difficult if not, at times, impossible. Today it is enough to show that competition has been injured, destroyed or prevented. Furthermore, the recipient of the discriminatory price is just as guilty as the one who grants it, if he knowingly accepts such benefit.

The Federal Trade Commission, in interpreting the Robinson-Patman Act, has to date issued several orders from which its position is fairly defined: Differentials are not unlawful where it can be satisfactorily demonstrated that they effect a computable saving; discounts not related to a single shipment of the value specified are illegal; a cumulative discount can be justified only "where savings have been achieved by the selling with respect to individual sales made to a particular buyer over a period of time when those savings were not reflected in the price at which the buyer purchased and which are reserved for the purpose of refunding at the end of a period." Discounts have been voided in aggregate purchases where based on customers classification and where justification is inadequate.

"Brokerage" Sharply Limited

The constitutionality of the brokerage provision of the Robinson-Patman Act has been upheld in F.T.C. v. Oliver Bros., 102 F. (2d) 763, and F.T.C. v. Great Atlantic & Pacific Tea Company, 106 F. (2d) 667. Since the Supreme Court has refused to review the Circuit Court decisions as now construed the Act bans the passing on of brokerage savings to any buyer, where other buyers are required to pay the full price, irrespective of any competition. Cost differentials must be spread throughout all the sales made. If the

(*Continued on page* 197)

MAJOR COURT DECISIONS OF 1939

(*Continued from page 196*)

savings be passed on to one direct buyer, the seller is discriminating against customers who pay the full price.

Brokerage diversion being held an unfair trade practice, it cannot be camouflaged by special quantity discounts. If these are offered, they must conform to the Federal Trade Commission's rulings, i.e., they must be just and reasonable; represent a time savings and not be a brokerage payment under another name; must be available to all; steps between quantity classifications must be reasonable and spread between maximum and minimum discounts justifiable. Finally, discounts must be figured on individual deals and must not be figured on a time basis, such as annually; buyer may not serve the seller; any services performed must benefit the latter only incidentally.

LABOR

The year's outstanding developments in labor appeared to reflect growing hostility of courts and legislatures to jurisdictional disputes. A more recent complication arises from the subjection of labor to the anti-trust laws. This latter move grows out of the Justice Department's general intention to free commerce of all restraints of trade—whether imposed by big business men, little business men, doctors' associations, or labor unions—in the interests of the consumer and of the preservation of free competition.

Consequently, when a union engages in practices which exceed the ambit of "legitimate," it oversteps its privilege and becomes subject to prosecution for having unduly raised costs and restricted the flow of commerce. This policy has been sharply outlined in the recent letter of the Assistant Attorney General in charge of the Anti-Trust Division. While denying any intention to "police strikes or adjudicate labor controversies," he plans to prosecute certain activities which have no "reasonable connection with such legitimate objects as wages, hours, safety, health, undue speeding up or the right to collective bargaining," and cannot be classified as "legitimate" even within the scope of the dissenting opinions of the Duplex and Bedford cases.

He has defined these illegitimate activities to include; (1) efforts to prevent the use of cheaper materials, improved equipment, or improved methods; (2) attempts to compel the hiring of useless and unnecessary labor; (3) extortion and graft; (4) combinations to enforce illegally fixed prices; (5) jurisdictional strikes to upset an established system of collective bargaining.

Although the Federal Government has brought approximately thirteen suits for injunctions and over thirty suits for indictments against labor, these present indictments represent the first incursion of the Anti-Trust Division into the field of jurisdictional disputes. States appear to be following suit through recently enacted labor laws (Michigan, Minnesota, Pennsylvania, Wisconsin).

Secondary Boycott Banned

In the Wisconsin Act of 1939 the new repertoire of employe unfair labor practices involves engaging in "secondary boycotts, or hindering or preventing by threats, intimidation, force, coercion, or sabotage the obtaining, use, or disposition of materials, equipment or services, or to combine or conspire to hinder or prevent by any means whatsoever the obtaining, use, or disposition of materials, equipment or services, provided, however, that nothing herein shall prevent sympathetic strikes in support of those in similar occupations working for other employers in the same craft."

The provision runs counter to the conclusion reached by some courts and critics that certain types of conduct usually denominated as "secondary boycotting" are essential to a union in its fight on non-union employers and that such conduct is essential to an attempt to stablize conditions throughout an industry.

Mass Picketing and Sitdowns

The Act further declares that it is an unfair employe labor practice "to hinder or prevent, by mass picketing, threats, intimidation, force, or coercion of any kind the pursuit of any lawful work or employment, or to obstruct or interfere with entrance to or egress from any place of employment, or to obstruct or interfere with free and uninterrupted use of public roads, streets, highways, railways, airports, or other ways of travel or conveyance."

In addition to the serious objection which can be raised to the provision's vagueness, it is believed by not a few critics of this newer legislation that the provision may be invoked regularly by employers to evade the necessity of collective bargaining by presenting at least a colorable claim. In the light of the exhaustive enumeration of the other employer unfair labor practices, this section appears to be a "catchall" provision reenforcing the specific prohibition of the Act.

The 1939 Act makes it an unfair employe labor practice "to take unauthorized possession of property of the employer or to engage in any concerted effort to interfere with production except by leaving the premises in an orderly manner for the purpose of going on strike."

Conclusion

Direct beneficiaries of the busy legislative, judicial and administrative year are the consumers and to a qualified degree, labor. Indirectly aided by the exposé of the fallacies of our present labor laws are the employers whose plight is now commanding widespread public sympathy.

News Print Manufacturers in North America

Company	Selling Organization
Abitibi Power & Paper Co., Ltd., Toronto, Ont.	The G. H. Mead Co., 230 Park ave., New York.
Algonquin Paper Corp., Ogdensburg, N. Y.	The Wright Co., 444 Madison ave., New York.
Anglo-Canadian Pulp & Paper Mills, Ltd., Quebec, Can.	Montmorency Paper Co., Ltd., 10 E. 43rd st., New York.
Anglo-Newfoundland Development Co., Ltd., Grand Falls, Newfoundland	Montmorency Paper Co., Ltd., 10 E. 43rd st., New York
Bathurst Power & Paper Co., Ltd., Montreal Canada	Raymond Kelly, 342 Madison Ave., New York.
Beaver Wood Fibre Co., Ltd., Thorold, Ont.	100 E. 42nd st., New York.
Blandin Paper Co., St. Paul, Minn.	
Booth, J. R., Ltd., Ottawa, Ont.	Louis Bittner, 420 Lexington ave., New York.
Bowater's Nfld. Pulp & Paper Mills, Ltd., Corner Brook, Newfoundland	Bowater's Pulp & Paper Mills, Ltd., 342 Madison ave. New York.
Brompton Pulp & Paper Co., Ltd., East Angus, Quebec	
Canadian International Paper Co., Sun Life Bldg., Montreal, Canada	Sun Life Bldg., Montreal, Canada.
Consolidated Paper Corp., Sun Life Bldg., Montreal, Can.	St. Maurice Valley Paper Co., Ltd., 230 Park ave., New York.
Crown Zellerbach Corp., 343 Sansome st., San Francisco	343 Sansome st., San Francisco.
Donnacona Paper Co., Ltd., Donnacona, Quebec	H. G. Craig & Co., Inc., 230 Park ave., New York.
Donohue Bros., Ltd., La Malbaie, Que	T. E. Pope & Co., 247 Park ave., New York
E. B. Eddy Co., Ltd., Hull, Que.	
Escanaba Paper Co., Escanaba, Mich.	
Finch, Pruyn & Co., Inc., Glens Falls, N. Y.	
Fort Frances Pulp & Paper Co., Ltd., Fort Frances, Ont.	Minnesota & Ontario Paper Co., Builders Exch. Bldg., Minneapolis, Minn.
Gould Paper Co., Lyons Falls, N. Y.	
Great Lakes Paper Co., Ltd., Fort Williams, Ont.	55 York st., Toronto, Ont.
Great Northern Paper Co., 201 Devonshire st., Boston	342 Madison ave., New York.
Hawley Pulp & Paper Co., Oregon City, Ore.	
Inland Empire Paper Co., Millwood, Wash.	
Kenora Paper Mills, Ltd., Kenora, Ont.	Minnesota & Ontario Paper Co., Minneapolis, Minn.
Lake St. John Power & Paper Co., Sun Life Bldg., Montreal	
MacLaren Co., The James, Ltd., Buckingham, Que.	
Maine Seaboard Paper Co., Bucksport, Maine	The Wright Co., 444 Madison ave., New York.
Manistique Pulp & Paper Co., Manistique, Mich.	
Mersey Paper Co., Ltd., Liverpool, N. S.	
Minnesota & Ontario Paper Co., Builders Exchange Bldg., Minneapolis, Minn.	Builders Exchange Bldg., Minneapolis, Minn.
Ontario Paper Co., Ltd., Thorold, Ont.	
Pacific Mills, Ltd., Ocean Falls, B. C.	Crown Zellerbach Corp., 343 Sansome st., San Francisco.
Pejepscot Paper Co., Brunswick, Maine	Pejepscot Paper Co., 420 Lexington ave., New York.
Powell River Co., Ltd., Powell River, B. C.	Powell River Co., Vancouver, B. C., and G. F. Steele & Co., 400 Madison ave., New York.
Price Bros. & Co., Ltd., Quebec, P. Q., Canada	Price Bros. Sales Co., 420 Lexington ave., New York.
Quebec North Shore Paper Co., Ltd., Comeau Bay, Que.	Ontario Paper Co., Ltd., Thorold, Ont.
St. Croix Paper Co., Woodland, Maine	H. G. Craig & Co., 230 Park ave., New York, and St. Croix Paper Co., 15 State st., Boston, Mass.
St. Lawrence Paper Mills Co., Ltd., Three Rivers, Que.	St. Lawrence Paper Mills, Ltd., Sun Life Bldg., Montreal
St. Raymond Paper Co., Ltd., St. Raymond, Que., Can.	St. Raymond Paper Co., Ltd., 660 St. Catherine st. W. Montreal.
Southland Paper Mills, Lufkin, Texas	Perkins, Goodwin Co., 30 Rockefeller Plaza, New York.
Spruce Falls Power & Paper Co., Ltd., Kapuskasing, Ont.	330 Union ave., Toronto, Ont., Canada.
Watab Paper Co., Sartell, Minn.	
Wisconsin River Paper & Pulp Co., Neenah, Wisc.	

MRA

NEW MEN - NEW NATION - A NEW WORLD

Moral Re-Armament

Editor & Publisher believes that Moral Re-Armament is the most constructive news of the day and provides this space without charge.

A SUPREME COURT JUSTICE SAYS—

"As a practical Catholic, I believe that our hope lies in a rebirth of the old integrities and a new sense of moral values. This tragic twentieth century, when faith seems in eclipse, may yet prove the most glorious in history because out of the weakness of our broken hopes is rising the strong tide of a spiritual awakening. Moral re-armament is safeguarding the great traditions of our past, and will provide the sinews of our might for the future."

—FRANK MURPHY

(In a message to the meeting in Madison Square Garden, New York City, launching MRA in America, May 14, 1939, when Mr. Justice Murphy was Attorney General.)

MRA ON THE EDITORIAL PAGE

A Western metropolitan daily* came out recently with a full-page editorial headed, "A New Year, A New Decade! What Will (This City) Do About It?"

The paper, looking back over the last 10 years, decided that the city had "built up a system of chiseling, back-biting, and short-sightedness" that had held back the logical growth of the community.

Then, because "turning a new leaf, like charity, begins at home," the editor wrote: "(This paper) apologizes publicly for the mistakes it has made in the past. . . . And on this eve of making new resolutions, it figuratively offers its hand to its competitors and to all others who want to honestly and conscientiously help to build (the city), with a pledge that it will do all in its power to co-operate."

The editorial suggested the meeting of an informal group, representing business, labor, property, farmers, local governments, the three newspapers, and other major divisions of city life to build "a unanimity of effort towards progress" and the solution of public problems.

(* Name on request.)

For editorial material write

MORAL RE-ARMAMENT

61 Gramercy Park, New York

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS

ALABAMA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Anniston	Star						Iva Dove Cook	Edwin Mullinax (r)		Marshall Johnson	
Birmingham	News & Age-Herald		Osburn Zuber Ted Van Der Veer J. F. Rothermel Walling Keith	Henry C. Vance John Temple Graves	Hubert Harper	Charles A. Fell Martel Brett (s)	Mrs. C. F. Markell Betty Birmingham	Stuart S. Riddle Turner Jordan (r)	Vincent Townsend (t-mo) Lily May Caldwell	James Saxon Childers Lily May Caldwell Vincent Townsend	Mrs. C. F. Whorton (L) Harry Hoile (p)
	Post	James E. Mills		Harold Helfer Fred Pasker		Irving Beiman	Alyce Billings	James Shipley Jean Moyer (r)	Ray E. Glenn (t-mo) Alyce Billings		R. J. Ward (c) Fred E. Holmes (p)
Dothan	Eagle	Horace Hall Nat Faulk George Blackwell		Nat Faulk			Mrs. J. D. Foy				
Huntsville	Times	Reese T. Amis		Drew Pearson Robt. Allen			Katherine Root				W. P. Michilson (c) Jack Langhorne (p)
Mobile	Press Register	Harry McDonnell Howard Barney		Pat Moulton M. O. Beale Vincent Johnson		J. Frank Gordy	Ann Battle Hawkins	Ben Muth		Anne Strauss	Wm. M. Curran (c) B. Schwarz (L) Wm. J. Hearin, Jr. (p)
Montgomery	Alabama Journal	C. M. Stanley		Howard Johnson Robert Starr			Sara Crist			C. M. Stanley	M. J. Grelier (c)
	Advertiser		R. F. Hudson, Jr.	Atticus Mullins	Frank Spangler		Mrs. R. D. McKinney			Wm. J. Mahoney	T. A. Hardy (c)
Selma	Times Journal			C. C. Seay			Clara Callaway Seay		Clara Callaway Seay (mo)		Mrs. F. T. Raiford (c)
Talladega	Home	Tom R. Williams					Gwendolyn Davis				
Tuscaloosa	News	N. H. Cobbs					Mrs. W. A. Collier				

ARIZONA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Douglas	Dispatch	John A. Curry					Alice Mahoney				James Logie (c)
Phoenix	Arizona Republic & Phoenix Gazette	J. W. Spear (m) C. G. Nuckolls (e)		Jerry McLain (m) William Turnbow (e)	Reg Manning (m)		Pauline Cooper Bates (m) Joyce Booth Penfold (e)	Frank Ross (m)		Harvey Mott (m)	
Tucson	Arizona Star					Ed Gay (s)	Betty Bandel	Al Wilkie (r)	Miss Bandel (t-mo-mu) Mrs. Bernice Cosulich (t-mo-mu) Emily Brown (t-mo)	Mrs. Cosulich (b-a) Miss Bandel (a) Emily Brown (a)	Emily Brown (L)

ARKANSAS

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Camden	News	Alfred W. Rose					Floy Pope				Ida L. Bauerlein (c)
De Queen	Citizen	E. B. Smith		Ralph B. Kite			Mrs. E. B. Smith				Ray Kimball (c) Ralph B. Kite (p)
El Dorado	News-Times		Robert T. Hays				Frances Cordell				A. W. Estes (c) John H. Vogel (p)
Fayetteville	Northwest Arkansas Times		R. W. Fulbright	W. J. Lemke Fred Starr			L. S. Read Maude Hawn				Fred Starr (c)
Helena	East Arkansas Record	Clarence Bruce					Nannie Tappan		Claurence Bruce (mo-mu)	Clarence Bruce	Mildred Harris (c) Dorothy McDonald (p)
Little Rock	Arkansas Gazette	J. N. Heiskell	Rowland Thomas C. T. Davis				Lucy Marion Reaves Nell Cotnam	Clyde Lewis	Nell Cotnam Bobbie Foster	Mrs. Helen Hatley Horton	T. Y. Cooper (c)
Searcy	Citizen	J. J. Baugh									M. P. Jones, Jr. (c)

CALIFORNIA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Anaheim	Bulletin	Floyd McCracken					Betty Guild	James Heffron			Richard Fischle, Jr. (c) Leon Wray (p)
Antioch	Ledger	W. G. Bailey Walter B. Stafford	W. G. Bailey Walter B. Stafford				Leona Marchetti				
Bakersfield	Californian	David Anderson		Jim Day	Fred Pond	Ralph Kreiser	Beth Dye Mae Saunders	Ralph Kreiser (au-av) Bill Moses	Mae Sunders (t-mo-mu)	Beth Dye Ralph Kreiser (t)	Walter Kane (c-p)
Berkeley	Gazette			Harold W. Johnson		James Lowery	Martha Bennett Elizabeth Turner	Dan McGuire Helane Anderson (r)	Earle Marckres (mu)	Mrs. James E. Wales Edna Andrews	Arthur A. Wendering (c) James Scanlon (L) Howard Sipe (p)
Burlingame	Advance	Dallas E. Wood		Ray Spangler Theron Cady Dallas E. Wood			Louise Jeschien	Hugh Wayne		Frederic O. Glover	Henry Gledhill (c) Joe Massey, Jr. (p)
Colton	Courier	V. G. Hosfelt L. B. Harrison		L. B. Harrison			Ione Lee Kendall	K. W. Alexander			John Bevis (c) K. W. Alexander (p)
Colusa	Times						Virginia Vierra		Zerrel Bransford		J. M. Kaveney (c) Zerrel Bransford (p)
Culver City	Star-News	Wm. Shea Carl Blaker		Marion Nevin Robert Curry			Margaret Troyer	C. E. Freeman	Marion Nevin (mo)		Kirk Boott (c)
El Centro	Post & Imperial Valley Press	Edwin A. Fitzhugh					Anne Hardy Davis				S. E. Shaw (c) Arlene N. Munson (L)
Eureka	Humboldt Standard	F. F. Flaherty			L. W. Beal		Margaret Doudt	Buster De Motte (au-av)			H. A. Baldwin (c) Marian Timmerman (L)
Fresno	Bee	W. E. Lockwood	W. E. Lockwood		A. V. Buel J. C. Argens	J. F. Castelazo	Bess Middleton	A. J. Welter (au-r)	W. E. Lockwood (t-mo) Molly Marshall	W. E. Lockwood A. J. Welter (t)	C. F. Sells (c) Laura McCardle (L)
Fullerton	News Tribune			Perry Maynard Paul Wright			Carlyn Pyeatte				
Glendale	News-Press	J. C. Safley					K. V. Sinks	E. S. Kellogg Homer Canfield (r)	Chas. C. Hushaw (mo) Gertrude Vaughn		G. O. Pierrey (c) Douglas McKellar (L)
Hanford	Sentinel & Journal	Robert E. Smith Robert R. Brown	Robert E. Smith Robert R. Brown				M. Richmond				J. E. Richmond (c) F. E. Newton (p)
Hayward	Review	J. J. Hooper				K. K. Hooper	Margaret Hooper	K. J. Hooper	W. L. Dufrain (mo)		E. J. Pearl (c) Tex Hooper (p)
Hollister	Free Lance						Mae Renfrow				M. F. Hoyle (c)
Hollywood	Citizen-News						Marion Bowen	George Wheeler Zuma Palmer (r)			R. P. Smith (c)
Huntington	Park Signal						Leora Spencer				H. Vanderhook (c)

It is characteristic of New England that a spirit of enterprise is always in evidence. It may be in farming, fisheries, industrial progress, plant specialization; but whatever the outlay, New England does manage to "keep a jump ahead."

As a summer playground, for example, it has grown steadily more popular, its visitors adding millions to the communal income; and now New England has become famous for snow-time sports. (It is building Ski-Runs of unprecedented size.)

All this advertises New England, apart from adding materially to its own home purchasing power. The great newspapers feature Society on Skis in the famed White Mountains; articles are appearing in powerful weekly periodicals; magazine fiction features New England as a winter back-drop, and illustrates the aerial plunge of ski wizards.

"A jump ahead"—yes, and it is summed up admirably by these familiar factual data: "New England is an outstanding market because it has a population density per square mile three times greater than that of the rest of the United States; a per capita purchasing power 25% greater than that of the rest of the United States." There's your answer to a logical market! But add this: A sales expectation per average square mile of territory covered, four times greater than that of the average square mile of sales territory in the rest of the country. "A jump ahead" is *right!*

Always a Jump Ahead
NEW ENGLAND

New England's annual income is $5,500,000,000. Significant—of the total bond issue of the Boston and Maine Railroad of $104,000,000, as released to the public, almost 70% is held by New England individuals and institutions. Business, in general, according to November figures, is at the highest level in two and a quarter years—105.5%; textiles are 40% higher; new plant and industrial expansion is pronounced, which explains why so many national advertisers realize the importance of the markets represented here, and of the newspapers serving them.

MAINE
Bangor Daily News (M)
Portland Press-Herald Express, Sunday Telegram (M&ES)

NEW HAMPSHIRE
Concord Monitor-Patriot (E)
Keene Sentinel (E)
Manchester Union-Leader (M&E)

VERMONT
Barre Times (E)
Bennington Banner (E)
Brattleboro Reformer (E)
Burlington Free Press (M)
St. Johnsbury Caledonian-Record (E)

MASSACHUSETTS
Beverly Evening Times (E)
Boston Globe (M&E)
Boston Globe (S)
Boston Post (M)
Boston Post (S)
Brockton Enterprise-Times (E)
Cape Code Standard-Times, Hyannis
Fall River Herald News (E)
Fitchburg Sentinel (E)
Framingham News (E)
Gloucester Times (E)
Greenfield Recorder-Gazette (E)
Haverhill Gazette (E)
Holyoke Transcript (E)
Lawrence Eagle-Tribune (ME)
Lowell Courier-Citizen and Evening Leader (M&E)
New Bedford Standard Times and Mercury (M&E)
New Bedford Sunday Standard Times (S)
Newburyport Daily News (E)
North Adams Transcript (E)
Pittsfield Berkshire Eagle (E)
Quincy Patriot Ledger (E)
Salem News (E)
Taunton Gazette (E)
Waltham News Tribune (E)
Worcester Telegram and Evening Gazette (M&E)
Worcester Sunday Telegram (S)

RHODE ISLAND
Pawtucket Times (E)
West Warwick Pawtuxet Valley Daily Times (E)
Westerley Sun (E&S)
Woonsocket Call (E)

CONNECTICUT
Danbury News-Times (E)
Hartford Courant (M)
Hartford Courant (S)
Hartford Times (E)
Meriden Record (M)
New Britain Herald (E)
New Haven Register (E&S)
New London Day (E)
Norwich Bulletin and Record (M&E)
Stamford Advocate (E)
Waterbury Republican & American (M&E)
Waterbury Republican & American (E&S)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA—Continued

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Lodi	News-Sentinel	Clyde C. Church	J. R. Thompson	A. W. Marquardt			Jane Keller	W. H. Homan Eleanor Turney			Clyde C. Church (c) D. B. Rinfret (p)
	Times			O. B. Server Man N. Street		Bill Gardenheir (a)					
Los Angeles	Examiner	Jose Rodrigues		Harry Crocker Al Santoro Prudence Penny Ella Wickersham Davis J. Walsh Rex Regent Forest Lowry	Edmund W. Gale	Forest Lowry	Lynn Spencer	John Stingle Marjorie Driscell	Florence Lawrence (t-mu) Louella O. Parsons	Ernest Lonsdale (i)	R. A. Hamlett (c) Tom Kenington (L) D. C. Brandman (p)
	Herald & Express	E. E. Hoffingworth	Wesley M. Barr	Marshall Kester	Carl Hubenthal John Maloney	J. K. Baillie	Caroline Galbraith Hasel Blair Dodd Sally Moore	Herschel Blewett	W. E. Oliver Harrison Carroll Jimmy Starr (mo) Carl Bronson	Alma May Cook (a) Swain Van Wormer (t)	W. J. Heinen (c) Eugene S. Bradford (L) Roy F. Walker (p)
	Times	R. W. Trueblood Edw. C. Krause Harold Finley		Ed Ainsworth Chapin Hall Bill Henry Paul Zimmerman Dick Hyland Lee Shippey	Bruce Russell Alex Peres	Wesley Smith Ralph Braddock A. W. Bloss	Tom Treanor Chester Paul	Lynn Rogers James Bassett	Edwin Schallert Philip Scheuer Isabel Morse Jones	Paul Jordan Smith Arthur Millier	C. O. Denning (c) J. R. Mislove (L) J. E. MacIntyre (p)
Merced	Sun Star			Corwin Radcliffe			Sybil Groves	Harrison Stephens (r)			Ellsworth Peck (c)
Modesto	Bee						June Hardesty				Gus Kortstein (c)
Monterey	Peninsula Herald	Allen Griffin					Evelyn Zaches Londahl	Fred Hawes Mary Hunkin (r)	Hal Garrot (t-mu)	Janie Otto (a)	
Napa	Register						Dorothy Zerwer	C. C. Bass			Mary C. Johnson (c)
Oakland	Post-Enquirer	Robert Shaw		A. E. Anderson		C. N. Alexander	Mollie Mills Marion Condit	F. G. Predmore Howard Waldorf	Howard Waldorf	Robert Shaw	Floyd Armstrong (c) T. P. Doyle (p)
	Tribune	A. B. Schuster Raymond D Lawrence		A. B. Schuster		L. D. Clark Roy Edward Boody (a)	Maybelle Williams Alice Ryan Winn	Thomas McCabe Jack Burroughs	Wood Soanes (t-mo) Jack Mason	A. B. Schuster H. L. Dungan	V. D. Stuart (c) A. A. Brown (L) Walter A. Brown (p)
Orange	News	W. O. Hart		Ray Arguello			Amy Palmiter	O. G. Franks			
Oxnard	Press	James P. Felton					Emma Cash	James P. Felton Dan W. Emmett			Tom Wise (c-p)
Palo Alto	Times	Elinor V. Cogswell Dallas E. Wood		Dallas E. Wood		Elinor V. Cogswell	Ellamae Dodds	Jack W. Broback	Elinor V. Cogswell (t-mo-mu)	Elinor V. Cogswell (b-a-t)	Eugene C. Bishop (c-p)
Pasadena	Post	Charles H. Prisk	A. J. Hosking W. L. Blair	Dorothy Thompson Walter Lippmann W. L. Blair Charles W. Paddock Dr. George R. Grose Charley King Robert Quillen	Jary Wight	Joseph Mears	Ruth Billheimer	Reg Warren (au-av-r)	Mrs. Alice Haines Baskin (t-mo-mu)		Theodore Myers (c) Juliet C. Vradenburg (L) Lee Smith (p)
	Star-News	Charles H. Prisk	A. J. Hosking Charles W. Paddock	David Lawrence Mary Patterson Routt Chester Rowell Charles W. Paddock George Cecil Cowling Dr. Geo. R. Grose Dr. Jas. A. B. Scherer Mrs. Eleanor Roosevelt Raymond Clapper	Jary Wight	Joseph Mears	Elaine Borgeson Blythe Foote	Reg Warren (au-av-r)	Mrs. Alice Haines Baskin (t-mo-mu)	Harold D. Carew	Theodore Myers (c) Juliet C. Vradenburg (L) Lee Smith (p)
Redding	Courier-Free Press						Helen Louise Hall	Jere Ivers W. E. Brown (r)			
	Independent	T. R. Kendall				T. R. Kendall		T. R. Kendall			T. R. Kendall (c)
	Record	Paul C. Bodenhamer					C. Louise Shepherd				
	Searchlight						Helen Louise Hall	Jere Ivers W. E. Brown (r)			
Redwood City	Tribune	Dallas E. Wood Kenneth L. Bowen		Dallas E. Wood Ray Spangler G. W. Phillpott			Helen Stecker				
Richmond	Independent						Patricia McAndrews				
Sacramento	Bee	Arthur Waugh Roy V. Bailey	Arthur Waugh Roy V. Bailey		Newton Pratt		Helyn Stewart Mila Landis	Hamilton Hints Mila Landis (r)	Ronald Scofield (t-mo-mu)	Ronald Scofield (b-a)	C. G. Cole (c) Alice Napton (L)
Salinas	Index-Journal & Post	Paul H. Caswell Nelson Valjean		Rupert Prohme Carroll Hurd			Doris Alexander	W. M. Yocum Betty Romine (r)			G. V. Baymiller (c-p)
San Bernardino	Sun Telegram	James A. Guthrie (m) A. J. Brown (e)		A. J. Brown (e)		A. J. Brown (e)	Winifrod Martin	H. P. Graham			E. L. Fleming (c) H. P. Graham (p)
San Diego	Union	Edward T. Austin		Henry Love Ted Steinman Forrest Warren Monroe McConnell	Fred Wilson	Frank Graham	Eileen Jackson Irene Clark	Jas. L. McLain Maurice Savage (r)	Sally Brown Moody (t-mu) Maurice Savage	Max Miller	A. L. Vogt (c)
	Tribune-Sun	Chas. M. Rockwell		Tom Akers Logan Ruggles	Fred Wilson	Frank Graham	Elinor Savage	Jas. L. McLain Maurice Savage (r)	Don Short Maurice Savage Frances Imgrund	Hasel Boyer Braun (a)	A. L. Vogt (c)
San Francisco	Chronicle	Ben Macomber Stanley Mitchell		Royce Brier Herb Caen Chester Rowell Arthur Eggleston Earl Ennis	Claude weigert Giacomo Patri Howard Brodie	E D. Kelsey John Wallace	Mille Brown Robbins	Leon J. Pinkson	John Hobart (t-mo) Paul Speegle (t-mo) A Frankenstein	J. H. Jackson A. Frankenstein P. Montgomery	L. A Demy (c) Marjorie D. Brown (L) Wm Bennett (p)
	Examiner	Wm. C. Wren, man. ed.			Dorman H. Smith Wiley Smith	Lon Hughes S. E. Goldie (a)	Marion McEniry	Frank Lyman	Ada Hanifan (t-mo) Alexander Fried	Alexander Fried (b-a)	J. F. O'Hara (c) A. Dwight Newton (L) E. J. Reap (p)
San Jose	Mercury Herald	Charles S. Allen		Mrs. Amanda M. Miller	James Glynn Johnny Knight	Richard Houghton Malcolm Graham (a)	Mrs. Eleanor North Jarman Mildred Hamilton	George Harter (av) Russell Collins	Leroy V. Brant (mu)	Sibyl C. Hayes	Roy L. Hamilton (c) Roger Clarke (L)
	News	Jack Wright		Maretta Bailey R. A. Langley	Ed McLelland	Phil Watson George Millard A. B. DeLisle	Elita Huggins Ada Jane Kimball	Richard Barrett Patrick Peabody C. R. Payne	Stan Waldorf (t-mo) Leroy Brant	Claire MacDonald Pat Peabody Richard Barrett	C. R. Payne (c-p) Gladys Kinney (L)
Santa Ana	Register	R. C. Hoiles Mason Yould	Neil Shaw Neil Stanley	R. C. Hoiles		Mason Yould Jimmie Hoiles (a)	Eleanor Elliott Virginia Fritcher	Frank Cooey Dale Deckert Ted Stephenson	Pete Bostwick (t-mo) Marah Adams	Geo. Hart Jane Hoiles Eddie West	Lee Millis (c) Blanche Gilbert (L) Ralph Juillard (p)
Santa Cruz	News	Dwight O'Dell					Jane Ellen Washburn				
Santa Paula	Chronicle			Nelle Bercaw			Rosemary Evans				
Santa Rosa	Press Democrat & Republican		Herbert W. Slater				Byrd Weyler Kellogg	Paul Johnson			C. R. Lehman (c)
Stockton	Record	Shelden Davis		Irving Martin, Jr. L. V. Peterson	Ralph O. Yardley	Mathew Hamilton Paul Lewis (a)	Bea Lewis Idamae Johnson	J. G. McLean	Rossi Reynolds (t-mo) Idamae Johnson		F. A. Eckstrom (c) Alma Gross (L)
Taft	Midway Driller	Walter M. Keene	A. M. Keene				Dorothy Arndt	Walter Keene			J. D. Peterson (c-p)
Turlock	Journal	W. C. McDowell J. S. McDowell A. R. Curtin					Renee Mattingly				
Vallejo	News						Cherie Brittell Francis				Robt. L. Jones (c) Gene A. Smith (p)
	Times Herald & Chronicle	Will R. Stevens		Will R. Stevens Horace A. DeLong	David A. Beronio, Jr.		Marion E. Devlin	Will R. Stevens			Arthur P. Anderson, Jr. (c) Wm. V. Barnes (p)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA—Continued

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Wilmington	Press	W. R. Earl	W. R. Earl Claudia Roberts Shell	M. S. Shirey			Marilyn Shirey Claudia Roberts	G. W. Cross Homer Canfield (r)			G. W. Cross (p)
Woodland	Democrat	Paul G. Leake	Jay Sehorn Gorman Hogan	Florence McGehee Martha Stewart Lucile Evans			Martha Stewart	Elwood Williams Lucile Evans (r)	Lucile Evans (t-mu)	Delma Benson	Delma Benson (c) Elwood Williams (p)

COLORADO

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Colorado Springs	Gazette & Telegraph	Frank R. Wadell					Ellen G. O'Connor		Mrs. Tor Hylbom	H. K. Ellingson	
Denver	Post	Bruce Gustin			Paul Gregg	Thos. H. Walker Joy Swift	Georgia Marrs Catherine Dines Prosser	Betty Craig (r)	A. Bernardi, Jr. Betty Craig Frances Wayne	Frances Wayne (b-a)	L. F. McMahon (c) T. F. Hartzel (L) Al G. Birch (p)
	Rocky Mountain News						Mary McCord Brown		Jimmy Briggs	Alberta Pike	Dan Cronin (L)
Fort Collins	Express-Courier						Mrs. Edith Bjornstad				E. O. Larson (p)
Fort Morgan	Times						Margaret L. Tunks				Robt. W. Spencer (p)
Grand Junction	Sentinel	Walter Walker Estelle Walker Reese		All Look			Charlotte Fisher				H. E. Ragan (c) Marion Fletcher (L)
Greeley	Tribune	F. E. Merrill					Clemma Wilson				J. V. Bunker (c)
Lamar	News	Bryce Engle					Ruth Hardin				
Longmont	Times-Call	Bernard Faller Ray Lanyon					Mary Creese				
Trinidad	Light		Frank J. Rose				Viola Marie Speer				J. R. Havill (p)
Walsenburg	World-Independent	Jack Lacy	Eugene T. Childers C. O. Unfug			Eugene T. Childers	Gladys Jenkins				Eugene T. Childers (c-p)

CONNECTICUT

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Ansonia	Sentinel	Joseph F. Sexton				Alcott Peck (s)					L. L. Desaulniers (c) James J. McKeon (p)
Bridgeport	Times-Star		Alan H. Olmstead	Frank J. Quinlan Jack O'Brien Alan H. Olmstead Joseph T. Hurley			Anne McGovern Lynch	John Finkerman (av) Fred Thoms	James E. Hague (t-mo) Nancy Hendrick		Helen E. Bradley (c) Mildred Shapiro (L)
Bristol	Press	G. Stephen Potwin		Charles M. McCarthy Mrs. J. E. Hewes Clarkson S. Barnes K. McHugh	Harold Meah	G. Stephen Potwin	Helen Coughlin	Clarkson S. Barnes (r)		Mrs. J. Ellicott Hewes	Arthur S. Barnes (c) E. Bartlett Barnes (p)
Danbury	News-Times	Lynn W. Wilson	Frank P. Rollins				Robinia Clark				Charles F. Stevens (c-p)
Greenwich	Press			Margery Reid Walter B. Stoddard Alden W. Smith		Valerie Winslow				Marion Leland	Theo. M. Rewak (c)
Hartford	Courant	Maurice S. Sherman				Alfred E. Magnell H. Viggo Andersen Robert D. Byrnes	Helen Stafford	John L. Coughlin	T. H. Parker (t-mu)	Mrs. E. N. Case	John Sudarsky (c) Mrs. Sarah Penfield (L)
	Times	Charles C. Hemenway John Ramaker Fred. P. Latimer John W. Colton			John Anderson	John V. Wightman Charles Niles (s)	Lenore C. Copeland Gladys T. Cox	Wm. J. Johnson Richard Hartford Harold Waldo	Julian B. Tuthill (t-mo) Carl E. Lindstrom	Marian Murray (b-a)	Theodore Blodgett (c) Beatriz Seifert (L) Jos. F. Weyand (p)
Manchester	Herald	Malcolm Mollan					Mrs. Mary Taylor		Ronald H. Ferguson (t-mo)	E. Malcolm Stanard	Leon A. Thorp (c)
Meriden	Record	Thomas H. Warnock Julia Lansing Hull	Julia Lansing Hull				Isyla K. Powers Julia Lansing Hull	H. Wales Lee (au-av) Thomas H. Warnock	Julia Lansing Hull (t-mo-mu)	Blanche Hixson Smith Julia Lansing Hull	E. E. Elsenheimer (c) H. Wales Lee (p)
New Haven	Journal-Courier	Jack W. Schaefer				A. J. Sloane	Margaret Wilson			Jack W. Schaefer	Arthur Ericson (c)
	Register	M. B. Mahannah		Frank H. Smith	Walt Munson	S. J. Palaski Alton Means (s)	Ruth Quint		Roger Connolly H. Earle Johnson (mu)	Gladys Solomon Mrs. W. H. Warner	H. N. Starbranch (c) Mrs. Mabel Benson (L) Walter B. Mills (p)
New London	Day	George E. Clapp									Geo. H. Grout (L)
Norwich	Bulletin-Record	H. M. Briggs	Ellsworth Cramer E. Record				Ella A. Fanning Ines E. Ladd				Wm. H. Oat
Stamford	Advocate	G. R. Montgomery				Martin T. Kane	Muriel Cahill	E. R. McCullough (r)			J. C. Redmond (c)
Torrington	Register	Geo. W. Peterson John H. Thompson					Anne Roman		Arthur Smith (t-mo-mu)		James W. Peterson (c-p)
Waterbury	Democrat	Cornelius Maloney	Margaret Maloney	Cornelius Maloney			Helen Murphy Margaret Maloney	Cornelius Maloney (r)	Margaret Maloney (t-mu)		
	Republican-American	William Voelburg (m) Walter Wood (c)		E. Christy Erk	Louis Mortison	Lyall H. Hill Edw. L. Fay (s)	Marie D. Hart Julia Goumey	Kenneth M. Carter E. Christy Erk (r)	Mollie Cullen (mu)	Edward L. Fay	Edwin L. Pierce (c) Marion J. Finn (L C. Paul Raymond (p)

DELAWARE

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Wilmington	Journal-Every Evening & Morning News	Clement B. Hallam	Ernest L. Priest (e) A. O. H. Grier (e) Martin Klaver (m) Lee Reese (m)		Geo. T. Maxwell		Elisabeth M. Bullock (s) Ruth Russell (s) Wilhelmina Syfrit (m) Winifred Broadbent (m)		Wm. P. Frank (c) Louise Jackson (m) (t) Helen Barrett William P. Frank (c) Louise Jackson (m)		Geo. T. Seaver (c) Shirley Priest (L) W. Murray Metten (p)

DISTRICT OF COLUMBIA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Washington	News	John O'Rourke H. Phillips Robt. Buck	Richard Hollander	Jerry Klutts	Harold Talburt	Harold Phillips	Evelyn Peyton Gordon Betty Garnett	H. Kneeland (au-av) Helen Buchalter	Don Craig (t-mo) Helen Buchalter	Helen Buchalter (b-a) Charles Stevenson	Harvey Hornig (c) Sam Gordon (L) Katherine Hillyer (p)
	Post	Joseph M. Lalley Felix Morley Anna P. Youngman Barnet Nover Merle J. Pusey Katharine Meyer		Barnet Nover Mary Haworth Malvina Lindsay	Eugene Elderman	Edward A. McSweeney Hugh Miller William Stuart	Hope Ridings Miller Malvina Lindsay	Allan C. Whitehead Barry Sullivan	Nelson B. Bell (t-mo) Ray C. B. Brown	Joseph M. Lalley Alice Graeme Carl L. Herschel	Edward R. Halloran (c) Jack K. Burness (L) Raoul Blumberg (p)
	Star	John H. Cline N. R. Collier Frederic William Wile J. Waldo Fawcett G. Gould Lincoln	Newbold Noyes G. A. Lyon	Charles E. Tracewell G. Gould Lincoln Frederic William Wile	Clifford K. Berryman James T. Berryman	E. C. Stone Earl N. Heap J. Waldo Fawcett	Margaret Hart Mrs. Betsy Caswell	G. Adams Howard J. S. Edgerton George Huber	Jay Carmody (t-mo) Alice Eversman	Mary Carter Roberts Leila Mechlin Jacques Futrelle	W. R. Little (c) Melvin A. Pettit (L)
	Times-Herald					Richard P. G. Borwick	Jean Eliot Bab Lincoln	William Frank (r)	Andrew R. Kelley (t-mo) Dr. Glenn Dillard Gunn	Elizabeth Poe (a) Myron Glaser	H. A. Beuermann (c) Jas. Zimmerman (L) Geo. R. Titus (p)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

FLORIDA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Bartow	Polk County Record			T. T. Hatton Mrs. George H. McCoy Mary E. Adkins			Charlotte Varn		Cleone F. Hawkins (mo)		
Daytona Beach	Sun Record	Ed Townsend		Ed Townsend		Graham Weisiger, Jr.	Jari Richards Catherine Langley	G. Weisiger, Jr.	Pat Patterson (t-mo) Ed Townsend		J. W. Gore (c) Maud Holland (p)
	Morning Journal, Evening News & Sunday News-Journal	H. M. Davidson	John Strothard	Jack Hanson Elizabth Eastman			Elizabeth Eastman (m) Dorothy Scoville (c)		Elizabeth Eastman (mo)	Fred Booth (a)	Virginia E. Linamere (c)
Deland	Sun News	Stanley Culp		Stanley Culp W. S. Allen			Ruby Jackson				C. A. Walker (c-p)
Fort Myers	News-Press	Carl Hanton					Margaret Mickle				C. F. Perry (c)
Jacksonville	Journal	Gold V. Sanders			C. Richards	Chas. E. Baker	Mrs. H. W. Marshall W. Coleman	D. McNiel Leigh Culley	Charles Richards (t-mo)	Harold S. Cohn	C. E. Kunsman (c)
Key West	Citizen	L. P. Artman	A. Armstrong	L. P. Artman, Jr.			Nina Leslie Calleja				
Lakeland	Ledger & Star-Telegram	H. G. Sims					M. H. Smith				C. Alderman (c)
Miami	Herald	F. B. Stoneman Ellis Hollums Arthur Griffith H. Bond Bliss J. D. Pinnekamp		H. Bond Bliss E. Hollums E. Roman	W. J. Enright Robert Epstein G. Mangus	Allen Morris (a)	Arletta Weimer	E. W. Thomas Jack Stark Marion Stevens	E. Hemphill (mo) Chas. Ward Henry Cavendish	Chas. Houston (t)	C. W. Van Landingham (c) Margaret Hassett (L)
	News	F. P. Locke R. F. Fredericks		J. Koford	Ann Mergen	Chas. Gregg (g) Irving Duddleston	Mrs. M. Lummus Mrs. M. Frampton	Tom Hogan J. McLean (r)	E. Cohen (t-mo) W. McDowell	P. Clark W. McDowell C. Kennedy	D. Hosford (c) F. P. Bradford (L) J. LeGate (p)
New Smyrna	News				Frances Hofreiter						
Orlando	Sentinel & Reporter-Star			Martin Andersen			Zelda Jasper (m) Grace Barr	G. W. Newhart			Carmage Walls (c-p)
Palatka	News	A. Bev. Baker		A. Bev Baker			Mary M. James			A. Bev Baker	Mary M. James (c) J. P. Lamon (p)
Panama City	News-Herald	Thorne Lane		Bill Pinney			Antoinette Veverka		Antoinette Veverka		
Pensacola	News & Journal	F. Revicola (m) D. Hogan (c)					Hortensia Sublette (e) Celia M. Robinson (m)				Wm. H. White (c)
St. Augustine	Record	Nina Hawkins		H. Lopes	Thomas Keegan		Adelaide Sanchez	F. Walker	Jane Quinn (t-mo)	Nina Hawkins	A. H. Tebault (c-p)
St. Petersburg	Independent	Lew B. Brown Lee Morris		A. R. Dunlap Lee Morris P. Davis H. Ballew			Cecelia Fickling	Al. Merritt (au-av) W. G. Dunlap, Jr.	A. R. Dunlap (t-mo)	W. G. Wiley	C. A. Veasey (c) Mabel O'Toole (L)
	Times				Dick Bothwell	Don Cook	Virginia Laughner Mrs. D. P. Rowell		M. Aitchison (mo)		M. Craft (L)
Sarasota	Herald-Tribune	Geo. D. Lindsay					D. Onken	R. E. Lindsay (r)	E. M. Lindsay (mu)		W. P. Dozier (c) E. E. Naugle (p)
Tallahassee	Fla. State News						Mrs. C. W. Hunter B. P. Anderson			R. Saffer	P. Swanstrom (c)
Tampa	Tribune	E. D. Lambright	C. W. Johnson	P. E. Barney Pete Norton V. M. Newton, Jr.	George White		Mrs. W. B. Curtis Lucy Fulghum	H. Cameron Bill Abbott G. Grant	H. E. Schaden L. Fulghum H. E. Schaden	E. D. Lambright R. King L. Fulghum	H. L. Mims (c) Ed. Sessions (L) B. I. Simmons (p)
	Times	D. E. Smiley, ed Jas. P. Etheridge, Jr.		Edgar Ray S. Verplanck B. Hollingsworth		D. E. Smiley A. Anderson (a)	S. Verplanck	J. H. Hampton Hampton Dunn Joseph E. Smiley	Joseph Grotegut (t-mo-mu)	Vera Mason (b-a) Joseph Grotegut	E. W. Sisson (c) Vera Mason (L) Donald E. McIntosh (p)
West Palm Beach	Post & Times	Don Morris		Bob Balfe Don Morris Emilie C. Keyes			Mrs. E. J. Pernell	B. A. Valier Bob Roberts Hustin McMillan	Beryl Lewis (t-mo) E. C. Keyes	Emilie C. Keyes (b-a)	Wm. A. Hendry (c) P. Bowers (L) Biron A. Valier (p)
Winter Haven	Chief	M. M. Lee	John McMullen				Mrs. J. Wilkinson				C. L. Lee (c-p)

GEORGIA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Albany	Herald	H. T. McIntosh		Mrs. J. P. Arthur			Mrs. G. W. Nall		J. M. Robinson (t-mo)		C. D. Tounsley (c) Henry Pryse (L) J. A. Davis (p)
Americus	Times-Recorder	James R. Blair		M. L. St. John James R. Blair			Ann Walker			Mrs. Hazel St. John	James R. Blair (c-p)
Atlanta	Constitution		Ralph T. Jones Ralph McGill			S. E. Clark C. J. Holleran	A. L. Hardy	H. M. Van Devender Howell Jones (r)	Lee Rogers (mo) Mrs. M. H. Young	H. R. Romans	R. J. Finley (c) Jean Charping (L) C. J. Holleran (p)
	Georgian			Dudley Glass Tarleton Collier Mildred Seydell	Mort Hayes	J. W. Bartow	Mrs. Robt. Hunt Mrs. E. Ray	T. Lawrence (r)	D. Glass (t-mo) Helen Knox Spain	Mrs. R. H. Carter	Edwin Buck (c) Mrs. L. Cullinane (L) Paul Stevenson (p)
	Journal	Wm. Cole Jones Edwin Camp	Wm. Cole Jones	O. B. Keeler Ralph Smith Morgan Blake		John M. Smith Angus Perkerson	Louise Mackay Eloise Ray, fashion ed.	M. W. Hopkins Ernest Rogers (r)	Frank Daniel Ernest Rogers Jean Chalmers	Medora Perkerson Jean Chalmers	Lester Moore (c) Louise Cullinane (L)
Augusta	Chronicle	R. L. M. Parks					E. McDowell			F. M. Myers	H. H. Morris (c)
Dublin	Courier-Herald			W. M. Harrison			Mrs. B. B. Page		Mrs. B. B. Page (mo)	Mrs. W. M. Harrison	Mrs. W. M. Harrison (c)
Macon	Telegraph	W. J. Anderson Chas. Bayne		J. D. Spencer Eugene Anderson			Mrs. H. McKay	Roy I. Neal Mrs. K. McDonald (r)		Mrs. K. M. Anderson	J. W. Johnson, Jr. (c) Mrs. Julia Northrup (L)
	News	Geo. D. W. Burt		Eugene Anderson			Sara Lawson	Roy I. Neal Mrs. K. McDonald (r)		Mrs. K. M. Anderson	J. W. Johnson, Jr. (c) Mrs. Julia Northrup (L)
Moultrie	Observer						Annie Mae Adams				
Rome	News-Tribune	J. R. Hornady					Isabel Gammon				C. B. Wright (c)

TERRITORY OF HAWAII

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Hilo	Hawaii Press	Harold W. Ching					Mrs. S. H. Lee				
	Tribune Herald	Virginia Bennett Hill		Ray Yuen Jack O'Brien			Yukino Tsusaki		Ida Lang (t-mo) Charles Reilly		S. Nakamura (c) Milton Carter (p)
Honolulu	Advertiser			Jared G. Smith J. Walter (Doc) Adams Andy Mitsukado Vernon (Red) McQueen	Jerry Choag	Jared G. Smith K. S. Vandergrift, (a)	Edna B. Lawson Naomi Benyas		Edna B. Lawson (t-mo-mu) Ella Chun (mo)	Edna B. Lawson (b-a)	Sam Hull (c) Frances Lycan (L) Gerald B. Burtnett (p)

IDAHO

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Blackfoot	Bulletin			Edna Gillespie Agnes Just Reid			Lou Oldham				
Boise	Idaho Statesman	Irving W. Hart Geo. Eselburne Bert Eustis			Nick Villeneuve V. H. Selby	Lee Russell	Nina Varian	Lee Russell (r)		Dick d'Easum Nina Varian	Chas. Glenn (c) Ada Marcia Hoebel (L)
Lewiston	Tribune	A. L. Alford	Floyd L. Smith	Paul E. Jones Floyd L. Smith Grace A. Leeper		F. P. Fleming	Grace A. Leeper W. C. Garfield	J. C. Moore (av) Claude Baskett	Grace A. Leeper W. B. McEwen	Paul E. Jones	J. A. Somerville (c)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

IDAHO—Continued

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Moscow	News-Review & Star Mirror	Porter Ward L. A. Boas		Tom McCall	"Red" Woodbury		Mrs. B. Carssow		L. A. Boas (t-mo) W. T. Marineau	Frieda Heaton	W. T. Marineau (c-p)
Twin Falls	Times & News				Pat Branin Keith Hunter		Jean Dinkelackers				Lisa Molony (c)

ILLINOIS

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Alton	Telegraph	P. B. Cousley J. J. Dromgoole					Amelia B. Ringemann		P. S. Cousley		Mrs. Ruth Halloran (L) J. B. Rutledge (c)
Aurora	Beacon	Fred C. Flanders		Charles P. Burton George Martin			May Barclay	R. W. Richards John A. Corkery (r)	R. W. Richards Robert Barclay (mu)		Robert R. MacDonald (c) Charles W. Hoefer (p)
Beardstown	Illinoian-Star	L. G. Schaeffer V. P. Reither		V. P. Reither			Mrs. E. C. Coleman				
Belleville	Advocate	Clarence J. Keller				Ray Bacchle (s)	Alma C. Fuchs	M. H. Parres Clarence J. Keller C. C. Benedict			Cyril Arnold (c)
	News-Democrat	Robert L. Kern Harry E. Ducsten	R. P. Kern		Don Hesse		Alma E. Kern	Roland Sax Mrs. W. A. Thurman (r)	Mrs. R. L. Kern (t-mo)	Mrs. R. L. Kern	Mrs. R. L. Kern (c)
Bloomington	Pantagraph	J. L. Hasbrouck		Stanley Bishop Mrs. E. B. Brindley J. L. Hasbrouck Arthur L. Moore			Mrs. Catherine H. Lane Mrs. E. B. Brindley	W. E. Richardson (av)	Mrs. C. H. Lane (t-mo-mu)	Mrs. C. H. Lane (b-a)	E. V. Gunn (c) Madeline Kinsella (L) W. P. Horsman (p)
Canton	Ledger						Barbara Martin				J. Earle Mavity (c)
Carbondale	Free Press	Robert W. Davis	J. E. Mitchell, Jr.				Roberta Post				Robert W. Davis (c) George Shoaff (p)
Chicago	Calumet	Horace F. Wulf	John J. Brazell				Helen F. Bending	J. F. Cunningham			Howard I. Allen (c) Jeane McCarthy (L) J. E. Cunningham (p)
	News	Harper Leech Harry Beardsley Don Russell Bernard McQuaid	Paul S. Mowrer (ed-in-chief)	H. V. O'Brien Donald Douglas	VaughnShoemaker Cecil Jensen	Royal F. Munger Hume Whitacre	Leola Allard	John Jenkins	Lloyd Lewis Clarence Bulliet Eugene Stinson	Sterling North Clarence Bulliet Lucia Lewis	Allen Selby (c) Thomas Sayers(L) Carl Carstensen (p)
	Times	Warren Pierce		Herb Graffis Marvin McCarthy	Paul Battenfield George Lichty Jacob Burck George Sixta		Lee Carson Betty Lou Brydges	Yank Taylor Maurice Roddy Don Foster	Robert Pollak (t-mu) Doris Arden	Lawrence Martin Fritzi Weisenborn	A. L. Podrasnik (c) Ralph Reed (L) Russ Stewart (p)
	Tribune	Clifford Raymond Leon Stolz		Charles Collins June Provines Arch Ward	John T. McCutcheon Carey Orr Jos. Parrish	T. R. Furlong A. M. Kennedy Richard Cabeen	Judith Cass	Hal Foust Wayne Thomis Larry Wolters	Cecil Smith Mae Tinee Edward Barry	Fanny Butcher Eleanor Jewett Frederic Babcock	C. S. Hogarth (c) Mildred Burke (L) W. J. Byrnes (p)
Danville	Commercial-News	Tep Wright	E. C. Hewes H. C. Gibson H. B. Keck Robert Lawrence	Bob Poisall Arthur Rakestraw Bob Feidler		H. C. Gibson H. B. Keck Tep Wright	Sue White	Bob Lawrence Max Winter H. B. Keck	W. H. Hackman (t-mo) Margaret Dixon	Tep Wright Margaret Dixon H. B. Keck	Claude Liggett (c) Margaret Dixon (L) E. C. Hewes (p)
Freeport	Journal-Standard	D. L. Breed					Henrietta Hill	Grace Barnett (r)			W. H. Kunz (c)
Galena	Gazette	A. W. Glessner					D. C. Whippo				H. J. Grimm (c-p)
Joliet	Herald-News	Lester F. Filson		Irma Drenning Geraldine Daly	Harold Carlos	Harold Carey	Elizabeth Wilson Madeline Langford	Glenn F. Logan (au-av) Mayvis Wenzel	Geraldine Daly (t-mo-mu)	Geraldine Daly (b-a) Glenn F. Logan	Bertrand J. Hollsten (c) Madeline Wellnitz (L) William M. Hart (p)
Kewanee	Star-Courier					E. A. Lincoln	Evelyn Lyman				
LaSalle	Post-Tribune	Curtis H. Clay		M. J. Bender Robert J. Unsicker LaVerne Waltman W. T. Bedford			Edna K. Gibson				P. F. Grandon (p)
Lincoln	Courier						Dolly Esders				Frances Montgomery (c)
Marion	Republican	W. O. Paisley		H. M. Butler		Bill Paisley (s)	Mrs. W. O. Paisley	Oldham Paisley (au-av) H. M. Butler	Oldham Paisley (t-mo)	Oldham Paisley W. O. Paisley (t)	Mrs. W. O. Paisley (c) Oldham Paisley (p)
Mattoon	Journal-Gazette	Wm. B. Hamel									Wm. B. Hamel (c)
Moline	Dispatch	W. B. Mueller Kenneth Smith L. R. Blackman	W. B. Mueller	Russell J. Gingles Kenneth Smith			Mabel Eley Weise	Gene Lyons (av)	Russell J. Gingles (t-mo) Mabel E. Weise	Dorothy Forrest	Richard Warwick (L) L. R. Blackman (p)
Monmouth	Review Atlas	Hugh R. Moffet		John Lugg		V. L. Moffet (f-s)	Katharine Graham	L. J. Sharp Ralph Eckley Hugh R. Moffet	L. A. Ryan Ralph Eckley Thomas Hamilton	I. G. Moffet Thomas Hamilton V. L. Moffet	V. L. Moffet (c) L. J. Sharp (p)
Murphysboro	Independent	James E. Rockwell		James E. Rockwell			Rose Marie Berger				
Olney	Mail	Allen Yount	Vincent Van Cleve				Vincent Van Cleve				Levi Tennyson(p)
Ottawa	Republican-Times	Charles B. Sapp		J. R. Beffel		L. V. Gonigam (s)	Geraldine Helffrich Edythe White				T. B. Leamy (c) Glenn Whitney (L) Kenneth F. Sapp (p)
Pana	Palladium										Louis A. Hoopes (c-p)
Pekin	Times	D. W. Dittmer, city ed.					Marian Walters				Caroline Kluever (c) R. Paul Ketcham (p)
Peoria	Journal-Transcript	George W. Barrette					Mrs. Erma Robinson	R. M. Shepherdson (r)			A. L. Jilly (c) Ruth Mannschott (L) Leo. P. Sullivan(p)
	Star	Frederic R. Oakley		Phil Gibson Claude H. Gamble	William Stevenson	William Joyce E. P. Corwin (s)	Jane Peters Betty Bourland	E. P. Corwin Haskill Armstrong Golda Lauterbach	Evabeth Miller (t-mo) Jane Peters David Tuffli (t-mo-mu)	E. P. Corwin (b-a-t) Fred Baldwin	Everett Kerwin (L) Joseph Scurry (p) Thos. E. Oakley (c) Edith Meyer(L)
Quincy	Herald-Whig	R. M. Switzer C. F. Eichenauer	Arthur Higgins Fred Baldwin	Elizabeth Wilson David Tuffli		Arthur Higgins	Elizabeth Wilson				
Rock Island	Argus	Herbert E. Wilson J. W. Ramsey G. W. Wickstrom G. R. Smith		Julian W. Ramsey George W. Wickstrom George R. Smith			Elizabeth Witt	Julian W. Ramsey (r)	William Kinney (mo) Elizabeth Witt	George W. Wickstrom	Irene DeMoney (L)
Springfield	Illinois State Journal	John Vaughn Wm. L. Day		J. Emil Smith Wm. L. Day			Ferne L. Lippott MarjorieJohnston	W. F. Dagon Thornton Walker Harry Moody			Louis L. Schuler (c)
	Illinois State Register	V. Y. Dallman, ed. C. Clendenin, asst. ed. Myron Henkel, asst. ed. R. L. Stubbs, man. ed.				Edward Heusser	L. Blauvelt	W. Matthews Bud Keys (av-r)	Dorothy Finin (t-mo) Myron Henkel		W. C. Lybarger(c) Sophia Davis (L)
Taylorville	Breeze-Courier			Frank Reed			Nadine Shanks				C. F. Jewell (c)
Waukegan	News-Sun	E. J. Macklin		George Crawford Hal Hasen			Carolyn Snow	E. J. Macklin (r)		Gladys Priddy	M. Schroeder (c) Edmund Faulkner (p)
West Frankfort	American	Roger G. Kelly		W. Henson Purcell			Mrs. Nell Sinclair Midkiff	T. J. Elkins		W. Henson Purcell	G. N. Purcell (p)
Wheaton	Journal						Dorothy Selander				J. B. Taylor (L)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

INDIANA

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Attica	Ledger-Tribune	J. F. McDermond, Jr.	J. F. McDermond, Jr. J. M. Williams	J. M. Williams J. F. McDermond, Jr. Ralph Green	C. C. Daugherty.	J. F. McDermond, Jr. J. M. Williams (s)	Dorothy Minnick.	Esta Lou Munson. William Irwin J. E. Schmid	Edith Williams Alice Riley Mrs. D. Martin	Mrs. Rachel Levor Mrs. L. L. Johnson J. F. McDermond, Jr.	Alice Riley (c-L) J. F. McDermond, Sr. (p)
Bedford	Mail						Mrs. Thos. Meno.		Mrs. Thos. Meno. (mo)		
	Times						Nellie Chrisler		Ruth F. Rainbolt (mo)		
Bicknell	News	W. D. Murray	James C. Leas				Marjorie Parker	Bill Murray (av)			Richard Lynn (c)
Bloomington	World	Geo. W. Purcell		Bus Purcell Gordon Shoulty		G. W. Purcell (s).	Marjorie Finkbiner	V. H. Wiseman	V. H. Wiseman (mo)	V. H. Wiseman	V. H. Wiseman (p)
Columbia City	Commercial-Mail & Post			Edwin Meitzler				F. W. Riddick			
Elkhart	Truth	Lester Winter					Virginia Adams		D. C. Albrecht		W. M. Queen (c)
Elwood	Call-Leader	D. W. Carlson					Mary C. Stine				H. C. Downey (c)
Evansville	Courier	Don Seism	Don Seism	D. W. Seism	Karl Kae Knect		Marie H. Woods		Mary Guenther (mu)		
	Press						Mary H. Steel Harriet Jenner		Ed Klingler (t-mo)	Ottrell Miller	Zela Macken (L)
Fort Wayne	Journal-Gazette	Holman Hamilton					Mary Jane Nelson	J. R. Williamson			M. Ellingham (c)
	News-Sentinel	William J. Gross Clifford B. Ward		C. B. Ward	H. E. Larimer	Robt. Thompson A. K. Remmel	Mrs. H. Achenbach Vivian Logan	J. E. Bouillet	W. E. Hanson (t-mu) Vivian Logan	Floyd B. Logan	M. L. Branning (c) Louise Roemer (L) W. Scherer (p)
Franklin	Star						Bess Scholler				
Frankfort	Times	P. J. Meifeld B. Blankenship	Grace F. Crebs Margaret S. Fowler Max Fowler	Nellie L. Claybaugh		B. Blankship	Rosemary Guard Nellie L. Claybaugh	B. Blankship			R. L. Fowler (c-p)
Gary	Post-Tribune	F. L. Brunckhorst E. C. Rosenau H. A. Van Dusen		Roy G. Parry N. S. Werry E. C. Rosenau			Dorothy Misener		Kenneth Parks A. B. Dickson (mu)		Janette Phillips (L)
Greensburg	News	E. J. Hancock L. D. Braden					Mary K. Emmert	M. L. Gordon			W. B. Lowe (c) M. L. Gordon (p)
Hammond	Times						Katherine G. Oberlin				G. A. Lutz (c) S. Postlewaite (p)
Hartford City	News-Times						Evelyn Roderick				H. E. Honey (p)
Huntington	Herald-Press	H. H. Houghton					Marjory Blackburn	Keith Howard			C. M. Thomas (c-p)
Indianapolis	Commercial	Mark R. Gray		Harold Victor Mark W. Gray					Mark R. Gray (mo-mu)	Mark R. Gray (b-a)	B. R. Bills (c) K. Vann (p)
	Star	J. P. Edmison F. E. Raschig		Maurice Early Mary E. Bostwick		J. H. Henley D. L. McClure J. L. Forcum	Kathryn E. Pickett	C. L. Kern R. G. Tucker (r)	R. G. Tucker Corbin Patrick (mo-mu)	Lucille E. Marehouse (a) Earl Mushlits	E. C. Woempner (c) E. Mae Putnam (L) R. Harding (p)
	Times			Anton Scherrer Jane Jordan Tom Ochiltree		Roger Budrow	Rosemary Redding	S. Humphreys Sam Tyndall James Thrasher	Jas. Thrasher (t-mo-mu)	Norman Isaacs Anton Scherrer	Olive Hoffman (L)
Jeffersonville	News						Zelpha Schoen				Edith Ringenberg (c)
Kokomo	Tribune						Frieda P. Hazeltine Kathleen Cooper	D. F. Hall (av-r)			G. J. Murphy (p-adv. mgr.)
LaPorte	Herald-Argus	Chas. A. Beal Forbes Julian		Robt. F. Coffeen			Louise Le Blanc	Tom Ciecka (r)	Forbes Julian (t-mu)	Esther Waters	H. S. Badger (c) L. Swartzell (L) M. E. Moyer (p)
Logansport	Pharos-Tribune	Allen Sauers	Allen Sauers				Opal Crockett	Allan Haas (r)			
Mt. Vernon	Democrat			G. Ashworth, Jr.			Anne Fullinwider		Louise A. Baldwin (t-mo)		E. F. Alles (p)
Muncie	Press	W. E. Sutton		W. E. Sutton Evan Owens H. Silverbug			Ruth McFadden Marjorie Parsons	Andrew Rose (av)		W. E. Sutton	J. S. Huffer (c)
	Star	John O. Ferris					Betty Norrick June Mull		June Mull (t-mu)	June Mull (a)	Fred C. West (c)
New Albany	Tribune	J. E. Montgomery	Nell L. Brown	Harvey Peake Al Schansberg Nell Brown Wally Criswell Bob Owen C. M. East		J. E. Montgomery	Helen Gordon Nell Brown	Al J. Schansberg J. E. Montgomery Nell Brown	Nell Brown (t-mo) Harvey Peake	Nell Brown Harvey Peake	Isobel May (c) Al J. Schansberg (p)
Plymouth	Pilot	Samuel E. Boys		Wilbur Kreamer			Eleanor C. Boys Mrs. F. R. Boys				
Portland	Sun & Commercial-Review		A. A. Kist	Robert M. Kist							A. E. Lee (c-p)
Richmond	Palladium-Item	Marvin Pickett				W. Sudhoff (s)	Mrs. C. Maund	W. Sudhoff (av) Martha Elliott	M. Jelliff (mu)	Mrs. C. Maund (a)	Mrs. Leone Twigg (L)
Rushville	Republican & Telegram			William Hougland Wilbur L. Kendall			Margaret Trader				
Shelbyville	Democrat						Avonelle Lewis Hortense Montgomery				
South Bend	Tribune		Gerald Cosgrove								C. G. Swengood (c)
Terre Haute	Tribune & Star	Wm. F. Cronin (e) J. R. Benham (m)		Gertrude Cronin (S)		W. F. Cronin (g)	Mary Grimes (e) Frances Hughes (m) Anna Bowles Wiley (e) Mabel McKee (m)	Ben Cole	Marcos Cox (e) (t-mo-mu) Mabell McKee (m) (t-mo-mu)		Cyrus Hunt (c) L. F. Keifer (p)
Tipton	Tribune						Phyllis Spaulding				C. L. O'Banlon (c)
Vincennes	Post	E. A. Emison					Elizabeth Zinkan	A. B. Brouillette (r)			Wm. E. Brevoort (c)
Wabash	Plain Dealer		Merritt W. Sills				Mrs. Yetive Walters				
Winchester	News & Journal-Herald						Marianna Reed				

IOWA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Ames	Tribune	Robert Murray		Bernie Kooser Art Johnson			Mrs. H. J. Osborn		Robert Murray (t-mo-mu)	Robert Murray (b-a)	Ethel Davis (c)
Atlantic	News-Telegraph	F. D. Simpson		Edwin P. Chase			Robt. B. Sherwood	F. D. Simpson (au-av)			Lydia R. Otto (c) Robert B. Sherwood (L) F. D. Simpson (p)
Boone	News-Republican	S. G. Goldthwaite	Mary T. Goldthwaite				Irma I. Masterson Mary T. Goldthwaite			Mary T. Goldthwaite	
Burlington	Hawk-Eye Gazette	J. Tracy Garrett					Lucile Weinrich	Thomas Green (av)	Walter Kohrs		Chas. M. Morgan (c)
Cedar Falls	Record						Mrs. A. M. Thurston				J. Elliott Grayson (c-p)
Cedar Rapids	Gazette	Harry Boyd	Harry Boyd	Verne Marshall			Edith Knox Harriett Swain	Ed Dose (r)	Wanda Monts (t-mo) Max Dachler	Wanda Monts	L. J. Nilles (c) J. J. Hruska (L) C. R. Marshall (p)
Clinton	Herald	W. C. Eastland					Venita Fedderson				F. G. Keeley (c) Mrs. Charlotte Orrick (L)
Creston	News Advertiser						Mrs. H. S. Hoyt			Mrs. H. S. Hoyt	
Davenport	Times		M. A. Fulton	Fred Bills		Hans Berner (s)	Agnes Abrahamson	Tom O'Hern (r)	R. J. Ballard (t-mo) Agnes Abrahamson	Addie M. Swan (b-a)	R. E. Heinz (c)
Des Moines	Register & Tribune	W. W. Waymack ed. edit. pp. F. W. Seymour Reece Stuart, Jr. A. A. Imberman Chas. F. Ranson R. J. Blakely		Ted Ashby E. C. Zwart	J. N. Darling H. I. Carlisle	Leonard McGuire Kenneth Clayton J. S. Russell, farm ed.	Mary McGuire	C. W. Gatschet (av) Mary Little	Clifford Bloom (mu)	E. C. Zwart	S. R. Graham (c) J. Suttek (L) John Marston (p)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

IOWA—Continued

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Dubuque	Telegraph Herald						Jane Palen				
	Tribune	C. N. Nennig					Virginia Donovan	Carl Ochs (r)	Virginia Donovan (t-mo-mu)	Virginia Donovan (b-a)	Virginia Donovan (L) Geo. M. Kotinek (p)
Fort Madison	Democrat						Adella Chott	W. J. McGiffin (av)		W. T. Mershon	W. T. Mershon (c-p)
Iowa City	Iowan			Merle Miller			Anne Marie Sheely	D. Mac Showers (r)			Thos. E. Ryan(p)
Keokuk	Gate City	Dale E. Carrell		Dale E. Carrell Mrs. S. E. Carrell D. K. Lamont		Dale E. Carrell (f-e)	Mrs. G. Carrell	Ralph Kling Dale E. Carrell Dale E. Carrell, Jr.	D. K. Lamont (t-mo) Freeman Rosencrans (t) Dale E. Carrell	Mrs. G. Carrell (b-a) Dale E. Carrell, Jr.	Dale E. Carrell (c) Kathryn Pflug Ralph Kling (p)
Marshalltown	Times Republican	Will Wildman					Marion Cobb				Scott Wilson (c)
Mason City	Globe-Gazette	W. Earl Hall				Enoch Norem	Eleanor McLaughlin	Enoch Norem H. B. Hook (r)	David B. Kaufman (t-mo) Donald Wieder	Enoch Norem (b-t)	Lee P. Loomis (p)
Missouri Valley	Times	Max G. Mandelko					Georgian Mandelko				W. M. S. Dale (c) Chester B. Crouch (p)
Nevada	Journal	C. E. Armstrong			Reg Manning		Nelle McNichols				C. F. Hansen (c)
Newton	News	James R. Rhodes E. J. Van Nostrand					Ruby Kincebech				L. O. Brewer (c)
Ottumwa	Courier	C. S. Johnston				C. S. Johnston	Mary Holman	C. S. Johnston John Reynolds Jeannette Stein		C. S. Johnston John Reynolds	Ira Downing (c) Kenneth Davis(L) M. L. Lawrence (p)
Sioux City	Journal		John S. Woodson				Editha K. Webster	W. E. Sotherland			F. J. Munchrath (c)
	Tribune	O. L. Brownlee			Roy B. Justus	Eugene Kelly John C. Kelly (s)	Catherine Sullivan Betty Lennon	Eugene F. Kelly (au-av-r)	Albert Morgan (mu)	S. C. Junior League Mary Kelly Eugene Kelly	A. L. Lennon (c) Eugene Kelly (p)
Spencer	Reporter						Rose Olson				Paul H. Martin (c-p)
Vinton	Cedar Valley Times		M. P. Kruse				Pauline Prahm				F. B. Kruse (c) James Rasley (p)
Washington	Journal	Bruce Cowden	R. E. Shannon	Bill Shannon			Alethea May			J. Elder	Lewis A. Warren (c) Bill Shannon (p)
Webster City	Freeman-Journal	W. F. Hunter					Margaret Swanson				G. C. Tucker (c-p) Margaret Swanson (L)

KANSAS

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Abilene	Chronicle						Melba Ford				
Arkansas City	Traveler	William Fralley		William Fralley			Mary L. Miller				
Atchison	Globe		Carl J. G. Brown	Carl Brown Al Bennett Nellie Webb John Buckley			Nellie Webb		Clemens O'Neill (mo)		
Caldwell	Messenger & News	R. A. Van Camp		R. A. Van Camp			Mrs. N. K. Schnyder		R. A. Van Camp (mo-mu)	R. W. Nichols	R. A. Van Camp (c) Clarence Boam (p)
Chanute	Tribune	C. W. Moody E. W. Johnson	Charles F. Jones	John P. Harris Vincent Lane			Kathryn Nelson	Vincent Lane (au-av)			C. W. Moody (c) J. W. Berkebile(L) C. F. Jones (p)
Concordia	Blade-Empire	Ray Green Tom Kiene		Tom Kiene Marian Ellet Lillie Cook			Lillie Cook		Marian Ellet (mo-mu)	Marian Ellet	L. B. Shrouf (p)
El Dorado	Times	L. P. Klintworth		Jessie Stratford Maysel Archer Kenneth Downey Mrs. Zula Bennington Green		R. A. Clymer	Mrs. Jessie P. Stratford		Winnie Montgomery (t-mo) Bill Kelley (t-mo)		Pauline G. Plush (c) R. A. Clymer (L) Earl Forgy (p)
Fredonia	Herald	Ben S. Hudson					Marguerite Ong				Ted Rickenbacher (c-p)
Hutchinson	News & Herald	John P. Harris Whitley Austin		E. L. May John P. Harris			Dorothy Greve	Fred Henney (r)	E. L. May (mo) Whitley Austin (mo)	John P. Harris	D. R. Brown (c) K. MacPherson (p)
Kansas City	Kansan	W. A. Bailey W. A. Daugherty	C. H. Nohe	A. E. Neal			Peggy McNarrey				
Lawrence	Journal-World	J. W. Murray W. C. Simons		Bob Busley Alan Asher			Kathryne Stevens	R. A. DeWattoville Don Evans	D. M. Swarthout (mu)	Blanche Maloney	G. A. Moody (c)
Leavenworth	Times	D. R. Anthony III A. K. Searcy				D. R. Anthony III	Bessie Martin	J. H. Johnston H. H. Seckler (r)	B. A. Martin (mo) H. J. Stacey	Harriet K. Walker Mary A. Webster (b) J. O. B. Wallace	
Newton	Kansan-Republican		J. L. Napier								
Pittsburg	Headlight & Sun	F. W. Brinkerhoff			John Hay		Leah Schommer	F. W. Brinkerhoff			F. H. Vandegrift (c) John Prell (p)
Topeka	Capital	T. A. McNeal Milton Tabor	C. H. Sessions, man. ed.	E. E. Kelley Mrs. W. Green Chas. H. Sessions Ada Montgomery		Mark Dunlap E. D. Keilmann (s)	Ada Montgomery Constance Van Natta	Arthur Conklin Harold Coats E. D. Keilmann	E. D. Keilmann (t-mo) Ira Pratt	Mrs. Helene Walker Dorothea Pellett Chas. H. Sessions	J. E. Garland (c) Margaret Eager (L) Leslie Ferris (p)
Wichita	Eagle	Victor Murdock Lester Kimmel			Ben Hammond	Bruce Behymer Kenneth Sauer (s)	Virginia Chappel Elisabeth Torrington	Marcus Cullens James Fullerton	Lester Kimmel Lovenia Lindberg (mo-mu)	Lester Kimmel	R. Schnert (c) Lovenia Lindberg (L)
Winfield	Courier	W. G. Anderson Mrs. W. G. Anderson		Carl J. Witson H. L. Hart		Ruby Boory (s)	Mrs. K. O'Neal Ruby Boory	Ruby Boory (r)		Mrs. W. G. Anderson	

KENTUCKY

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Corbin	Tribune & Times			J. L. Crawford R. E. Cummins			A. D. Knox				
Covington	Kentucky Post						M. Arnim	John B. Green			H. M. Moeller (c) C. N. Willenborg (p)
Danville	Messenger	J. Curtis Alcock	W. C. Alcock	J. Curtis Alcock			Julia Durham				
Glasgow	News	E. M. Strode					Mrs. E. M. Strode				Mrs. E. M. Strode (c)
Henderson	Gleaner & Journal	Leigh Harris					Mrs. W. I. LaRue	W. W. Smith (au-r)			W. W. Smith (p)
Lexington	Herald	T. R. Underwood					Juliet Galloway		Edwards Templin (mo)	Burton Milward Marie Irvine	J. W. Mann (c) D. M. Bowmar, Jr. (p)
	Leader	Dr. T. W. Rai ey	Dr. T. W. Rainey	Joe Jordan			Helen A. Howard	A. P. Bryan A. B. Guthrie, Jr. (r)	Fred Jackson Edwards Templin C. G. Dickerson	Burton Milward (b-a)	J. W. Mann (c) Dan M. Bowmar, Jr. (p)
Louisville	Courier-Journal	Herbert Agar, ed.	Barry Bullock Vance Armentrout Bryan Collier	Richard Reneissen Allan Trout	Grover Page	Donald McWain Harold Rhodenbaugh	Emma Loving Donie Carmack	James Sheey (r)	Boyd Martin (t-mo) Mr. Frances Crawford	Rosamond Milner Ledford Day (t)	R. B. Gratzer (c) James Dyson (L) John Hoagland (p)
	Times	Tom Wallace, ed.	Russell Briney Harry Bloom	Len Tracy Ben Weaver B. W. Gratzer	Robert York	B. W. Gratzer	Marian Green Alice Hoffman	James Sheey (r)	A. A. Daugherty (t-mo) Lois Glenn	Marian Green	R. B. Gratzer (c) James Dyson (L) John Hoagland (p)
Madisonville	Messenger	Woodson Browning					Hylda L. Weldon				
Middlesboro	News	C. H. Arundel		C. H. Arundel			Margaret Kilroyne				C. H. Arundel (c-p)
Owensboro	Messenger & nquirer	L. W. Hager W. E. Daniel		L. D. Gasser			Mabel D. Brown	Geo. M. Fuqua			G. M. Fuqua (c) H. F. Wahl (c)
Paducah	Sun-Democrat		E. J. Paxton, r.				Louise Livingston			Fred G. Neuman	E. H. Mammen(p)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

LOUISIANA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Alexandria	Town Talk	R. C. Jarreau	H. H. Mobley	S. E. Bowers Geo. Shannon Ralph Brewer		H. H. Mobley E. A. Soden (s)	Mrs. C. O'Quinn	Hunter Jarreau (au-av-r)	Hunter Jarreau (t-mo) R. C. Jarreau	Mrs. Z. O'Quinn Hunter Jarreau (t)	G. B. Marshall (c) H. Jarreau (p)
Baton Rouge	State-Times Advocate						Mary Champagne Jewell Smith	C. P. Manship, Jr.			A. H. Meyer (c) Nydia Golman (L)
Houma	Courier						Oneida Concannon				
Monroe	News-Star-World	Geo. V. Lofton					Eve C. Bradford				E. E. Meredith (c)
New Orleans	Item-Tribune	Marshall Ballard		Wm. Wiegand Ken Gormin	John Chase	Joseph Armstrong J. W. Dailey	Burdette Huggins A. B. Gibson	Walker Hancock H. B. Deutsch Edith Ballard	J. W. Dailey (t-mo) J. A. Wobbe	K. Salmon (b-a)	W. Nardelle (L)
	Times-Picayune & States										T. J. Adams (c) A. H. Talbot, Jr. (p)
Shreveport	Times						Rebecca Willis Mrs. Reba Scales				G. S. Pasquier (c)

MAINE

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Augusta	Kennebec Journal	Frank W. Manson					Ruth Henderson Ruth Fossett	Ruth Fossett (r)			
Bangor	News	Lawr. T. Smyth					Nelle Penley		Oscar A. Shepard (t-mo)		Robt. E. Kiah (c)
Waterville	Sentinel	Frank W. Manson		E. L. Letourneau Caleb A. Lewis			Constance Hedin				Howard N. Gray (c) Beth E. Haines (L)

MARYLAND

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Annapolis	Capital						Barbara Lovell	Bob Kay (r)		Robt. Kucera, Jr.	Lillie L. French (c) R. Kucera, Jr. (p)
Baltimore	Morning Sun	John W. Owens, ed-in-chief Hamilton Owens, ed. Newton Aiken Charles P. Ives A. D. Emmart G. W. Johnson E. V. Baugh, Jr.	H. K. Fleming, asst. man. ed. E. P. Young, Jr. asst. city ed. Burwell C. Snyder, tel. ed. Robt. B. Murray, head copy desk George Evans, make-up ed. Peter C. Chambliss, State ed.	Frank R. Kent, Sr. Folger McKinsey	Edmund Duffy R. Q. Yardley	J. S. Armstrong H. L. Cooling	Banny McLean Near	J. A. Linthicum J. C. A. Watkins	Donald Kirkley (t-mo) Chas. D. Harris	A. D. Emmart (a)	F. I. Norris, Jr. (c) Edgar Ellis (L) E. P. Kavanaugh (p)
	Evening Sun	John W. Owens, ed-in-chief Philip M. Wagner ed. Fred. C. Nelson Clark S. Hobbs R. P. Harriss Francis F. Beirne	Miles H. Wolff, asst. man. ed. Wm. L. Thomas, asst. city ed. Harold T. Lutz, tel. ed. Vernon C. Sherwin, head copy desk L. M. Warfield, make-up ed.	Francis F. Beirne		John E. P. Conley Rodney Crowther (pic. ed.)	Sara Helena Wilson	G. H. Stewart, Jr. (r)	Gilbert E. Kanour (t-mo) S. E. Fitzgerald Robt. B. Cochrane		F. I. Norris, Jr. (c) Edgar Ellis (L) E. P. Kavanaugh (p)
Hagerstown	Herald-Mail						Frances Patrick (m) Mary Pennington (c)				

MASSACHUSETTS

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Attleboro	Sun	C. D. Roberts		E. Berthold C. C. Cain Don O'Reilly			Ethel I. Macdonald	C. S. Sherman (r)	C. S. Sherman (mu)		H. A. Millard (c-p)
Boston	The Christian Science Monitor	D. M. Richardson, chief C. W. Morgan Tully Nettleton		H. B. Elliston Frank L. Perrin L. R. Miller	P. R. Carmack D. C. Sturges	H. B. Elliston E. C. Sherburne	M. J. Taylor edu. ation ed. Vera L. Connolly	W. C. Harvey Albert D. Hughes Volney D. Hurd	Leslie A. Sloper (t-mu) John D. Beaufort (mo)	Leslie A. Sloper (b-a) Leavitt F. Morris	B. L. Davenport (L)
	Transcript	R. M. Blagden	R. M. Blagden W. G. Dooley			F. D. McCarthy Justine Lewis (s)	Margaret F. Ficks	Fred C. Green H. Thorndquist F. W. Hobbs	John K. Hutchens (t-mo) Edward Downes	H. M. Jones W. G. Dooley E. B. Garside	E. F. Savage (c) F. W. Hobbs (L) K. R. Johnson (p)
Chelsea	Record						G. W. Slade E. J. Carolan	F. J. Dowd (r)			Helen T. Hayes (c) G. W. Slade (p)
Fall River	Herald-News	Edw. J. Delaney	C. E. Bury			Henry Degnan	C. V. Chippendale Beatrice Parker	C. T. Reynolds R. Lovenbury (r)	Kasimir S. Bobiarz (mu)		Eleanor Brady (L)
Fitchburg	Sentinel	S. P. Hopley	W. S. Allen						Henry O'Keefe (t-mo)		E. G. Wellington (c) I. Barr (L)
Framingham	News	Ralph F. Dewey R. W. A. Knight					Elizabeth Van Praag Dudley		E. V. P. Dudley		S. L. Lee (c) A. C. Burrows (L)
Greenfield	Recorder-Gazette	Paul S. Walcott	Wayne A. Smith	Jos. A. Harlow			M. L. Clarke				H. I. Jenks (c-p)
Haverhill	Gazette	W. H. Heath	E. Austin Bezner	C. I. Somerby W. H. Heath			Eva Brooks Flinn				W. J. Page (c) Mary F. Coulon (L)
	Sunday Record	Lewis R. Hovey		Ray L. Horsch			M. B. Horsch				
Holyoke	Transcript-Telegram	Mrs. W. G. Dwight A. Ryan William Dwight	Arthur Ryan William Dwight	Betty Ryan Anabel Burkhardt	William Warren	William Dwight	Katharine Cavanaugh Anabel Burkhardt	William Dwight G. R. Galipeau Michael F. O'Connor	Anabel Burkhardt (t-mo-mu)	Katherine Cavanaugh William Dwight (t)	H. M. Healy (c-p)
Lowell	Courier-Citizen & Evening Leader	P. S. Marden C. E. Gallagher	F. W. Coburn Kent Knowlton S. R. Fleet	C. E. Gallagher Ernest M. Berry		G. A. Anderson Willis S. Beane (s)	Roberta M. Benedict	C. E. Gallagher Ethel K. Billings (r)	Ethel K. Billings (t-mo) Kent Knowlton (t-mo) Sidney R. Fleet	Kent Knowlton F. W. Coburn	J. R. Mansfield (c) Ethel K. Billings (L) A. E. Holdsworth (p)
	Sun	Thos. F. Costello		John Kenney W. F. Moran Chas. Sampas Ann Donaghoe	Wm. Birchall		Ann Donaghoe	C. E. Smith C. C. Costello Chas. Sampas	Chas. Sampas (mo)		F. A. Lawlor (c-p)
Lynn	Telegram-News	E. C. McAdams		J. F. Williams			Mary S. King				R. B. Collette (c) Fred. Gluck (p)
Marlboro	Enterprise	Dustin S. Lucier				Dustin S. Lucier	Blanche W. Walker	John H. Burke A. J. Boudreau			Nellie M. Jones (c) John H. Burke (p)
Newburyport	News	Laurence Hayward									E. E. Hicken (c)
Norwood	Messenger	Thos. Bresnahan		Warren Lonergan Julia Costello			Julia Costello Eleanor Oen				
Pittsfield	Berkshire Eagle				Irvin D. Sisson		Carmen Flournoy Vera Fielding Estelle Benoit	J. Mahanna (av) K. R. Fall Estelle Benoit (r)	K. R. Fall (t-mo) Jay C. Rosenfeld	Stuart Henry (a)	
Southbridge	News	Wm. C. Stewart									
Taunton	Gazette			Edwin E. Pierce							R. W. MacCraw (c)
Wakefield	Item	G. E. Campbell C. M. Dolbeare	S. O. Urquhart A. Van Wagner				Mary L. Hurley		G. E. Campbell (t-mo) Mrs. W. S. Ripley Mrs. Frank A. Tredinnick	Mrs. Frank A. Tredinnick Mrs. W. S. Ripley (b)	Ed. A. Rich (c) C. M. Dolbeare (c) Mary L. Hurley (L) G. E. Campbell (p)
Worcester	Telegram & Gazette		J. F. Carroll J. C. DeWolf		Albert Banks	P. W. Savage (s)	Priscilla Campbell	F. L. Rushton (r)	George Foxhall Leslie Moore (t) James Lee W. W. Farmer Tyra L. Fuller (mu)	Margaret Getchell Parsons Dr. Loring Dodd	S. R. Duryee (c) Albert Mason (L) W. F. Hopkins (p)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

MICHIGAN

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Adrian	Telegram						Madge Millikin	A. Purvis (r)	Madge Millikin(mo)		E. W. Kampe (c-p)
Albion	Recorder	Mark Fall		Mark Fall		Mark Fall (s)	Mrs. Bernice Eastman				
Alpena	News		Pat Richards	Pat Richards			Elaine Melville				B. R. Lamp (p)
Battle Creek	Enquirer & News	H. A. Chipman					Elizabeth Holmberg Gertrude Walker				H. W. Noneman (c)
Big Rapids	Pioneer						Bernice E. Clark			A. E. Anderson	A. E. Anderson (p)
Cadillac	News	T. O. Huckle				T. O. Huckle (s)	Mrs. Esther Legg	Earl T. Huckle	T. O. Huckle (mo)		C. A. Paulson (c) T. O. Huckle (p)
Detroit	Free Press	Carlton Shier		Hamilton Butler M. W. Bingay Charles Ward		John D. M. White Marjorie B. Avery	Thelma Cobb Marjorie B. Avery	W. R. Macdonald Royce Howes Ella R. McCormick	Len G. Shaw James Pooler J. D. Callaghan	Helen C. Bower (b-a) Robert Perry	J. D. Robertson (c) M. P. Youngs (L) L. E. West (p)
	News	W. K. Kelsey Harry V. Wade Karl W. Miller Henry Richmond D. H. MacAdam S. L. A. Marshall		W. K. Kelsey Harry V. Wade Elmer C. Adams L. L. Stevenson H. C. L. Jackson H. G. Salsinger Sam Greene	Burt R. Thomas	G. B. Hassett Ralph L. Peters Cecil Betron	Gladys McCracken Florence Davis	E. Y. Watson R. S. Ball Herschell Hart	R. McLauchlin H. Heffernan A. L. Weitschat (mo) R. McLauchlin	Clyde Beck Florence Davies S. L. A. Marshall	J. H. Sharman (c) Lee A. White (L) Jacob Albert (p)
	Times					W. Schultz	Jane Schermerhorn Irene M. Hawkins	Stokes Walesby (au-av) Pat Dennis	Charles Gentry (t-mo-mu)	Irene M. Hawkins Chas. Wagoner (t)	M. E. Nadeau (c) Grace Martin (L) A. E. Munroe (p)
Dowagiac	News						Mrs. L. Vanderburg				
Escanaba	Press	Wm. J. Duchaine		Chas. H. Larson	L. A. Danielson	V. H. Powers (s)	Amy W. Bolger				F. J. Lindenthal (c) V. H. Powers (L) W. J. Duchaine (p)
Flint	Journal	Willis W. Thorn	Harold F. Diehm			Floyd F. Russell	Joyce Cook	Harold R. Gerace Dave Hoff (r)	Richard Shappell (t-mo) Elaine Huber	Willis W. Thorn Elaine Huber	W. McDowell (c) F. M. Rodolf (L) Earl C. May (p)
Grand Rapids	Herald						Frances M. Harland Alta L. Littell	Ed. Esenwein Wm. B. McClaran(r)	Alta L. Littell (t-mo) Marguerite Kerns	Alta L. Littell	A. VanderWeide (c)
	Press						Elizabeth Anne Wills	Wendell Spencer (au-av)	Du Barry Campau (t-mo-mu)		C. L. Brown (c) Lueve Parcell (L)
Lansing	State Journal	Glenn K. Stimson		Walter Hackett Dick Murray		Earle R. Pitt	Jacquelin Karreman	Joseph Foltz Birt Darling	Hayden Palmer Walter Hackett Ethelyn Sexton	Ethelyn Sexton (b-a)	R. V. DeBarry (c) Jos. S. Bateman (p)
Ludington	News	Frederic Read Harold Furstenau				Louis Bockstanz	Noel Zook	Louis Bockstanz	Mary Rose Barons (t-mo-mu)	Mary Rose Barons	Louise Meers (c) Alice L. Nelson (L) W. Rynerson (p)
Monroe	News	Karl Zeisler	Karl Zeisler				Pauline Sterling				
Muskegon	Chronicle	Archie E. McCrea C. D. McNamee	C. D. McNamee	C. D. McNamee			Mrs. M. E. K. Gunn				Mollie Agnich (L)
Pontiac	Press			A. Bird Glaspie			Mary A. Kelly				Ray S. Falk (c)
Port Huron	Times Herald	Wm. H. Davis		L. A. Weil G. M. Hunter Edward S. Snover			Ruth N. Burley Florence Allen	F. Granger Weil			E. F. Germain (c) J. A. Caldwell (p)
St. Joseph	Herald-Press	Rex V. Wyn Koop					Laura Witt				
Sault Ste. Marie	News						Ruth Clark				
Saginaw	News	Gerald D. Bates	George D. Perry O. C. Pressprich			Leslie A. Wahl	Amy M. Fordney	O. C. Pressprich L. A. Wahl (r)	Frank G. Schmidt (t-mo-mu)		Gerald D. Bates (L)
South Haven	Tribune	H. Pringle					Charlotte Jones				H. Pringle (c)
Traverse City	Record-Eagle	J. P. Smith					Catherine Crotser	B. Batdorff (av)			B. Burgess (c) W. Novak (p)

MINNESOTA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Austin	Herald						Melissa Mitchell May Thompson	Dick Riedel (av)			
Duluth	Herald & News-Tribune	Wm. T. Thompson Carl Costello	Wm. E. Culkin			Archie Ramberg Meda St. Pierre Gus Nordin	Margaret Ulvang (e) Florence Coulter (m)	E. R. Cluett James T. Watts (r)	James T. Watts (t-mo) Nathan Cohen	Nathan Cohen (b-a) Ray L. Sicard	Carl G. Franseen (c) Wilfred Jaques(L) Geo. Hunter (p)
Fairmont	Sentinel	Arthur M. Nelson	Claude N. Swanson James F. Cavers	Susan Frawley Eisele Elsye Davey Drewes Archie L. Dundas Lawrence Doolittle C. N. Swanson			Mary E. Nelson				
Hibbing	Tribune	Geo. M. Fisher		R. W. Hitchcock		Irene R. Bedard	Peggy Early	Irene R. Bedard Bert E. Ackerson	Geo. M. Fisher		Irene R. Bedard (c) Carl N. Lovdal(p)
International Falls	Journal		Roland Burke				Harriet Lloyd	Roland Burke	Harriet Lloyd (t-mo) Roland Burke	Roland Burke	Fred W. Ritchie (p)
Little Falls	Transcript	Ed M. LaFond	Clara K. Fuller			Ed. M. LaFond	Merrie Cornwell	Ed. M. LaFond	Merrie Cornwell (t-mo-mu)	Merrie Cornwell Ed. M. LaFond (t)	Geo. L. Johnson (c) Ed. M. LaFond (p)
Marshall	Messenger	Wilbur Peterson Ed. Bolton	Ed. Bolton J. J. Pierard	Wilbur Peterson A. P. Rose Glenis Amann Ed. Bolton			Eunice Juba				R. D. Baldwin, Jr (c) W. Peterson (p)
Minneapolis	Star-Journal	Gideon Seymour John Sherman Stanley Hawkes H. B. Wakefield		Cedric Adams Virginia Safford	Mickey Bach	James Sutherland Charles McFadden Bill Bade	Agnes Taaffe Marjorie Ellis McCrady	James Sutherland (au-av) George Grim	John Sherman (t-mu) Robert Murphy	John Sherman (b-a) Manus McFadden	Clarence Pierson (c) C. C. Wilson (L) Joyce Swan (p)
	Times-Tribune	Bradley Morison Val Bjornson Bjorn Bjornson Charles Cheney	Thomas J. Dillon ed-in-chief		Bill Scott	Ferndall Yerxa	Florence Taaffe Evon Nollette	Phillips Shipley (r)	Merle Potter (t-mo) Johan Egilsrud	Geo. L. Peterson	Leola Fernandez (L) A. C. Cartwright (p)
	Tribune	Bradley L. Morison, chief Val Bjornson Bjorn Bjornson		George A. Barton Bob Beebe Robt. Page Lincoln		J. H. Cleland Edward M. Franey Geo. L. Peterson	Florence I. Taaffe Evon Nollette	Phillips Shipley (au-av) Enar Ahlstrom	Earl N. Pomeroy (t-mo) Jack Conklin	G. L. Peterson John Matthews George Connery	T. F. Christensen (c) Leola Fernandez (L) Arvid Cartwright (p)
Rochester	Post-Bulletin						Marguerite Schnorr	Howard W. Blakely	Marguerite Schnorr (t-mo-mu)		Geo. H. Rowe (c) Maxine Kennedy (L)
St. Cloud	Times-Journal	Alvah Eastman					Lydia Gorman Mrs. Maude C. Schilplin			Mrs. Maude C. Schilplin	Otto Rupp (c)
St. Paul	Dispatch-Pioneer Press	Herbert Lefkovits Al Crocker Tom Ford	Howard Kahn James R. Wiggins, man. ed.	P. J. Hoffstrom Lois Hatton Joe Ball Alfred D. Stedman Betty Service Paul Light	P. J. Hoffstrom S. Moyer	Arthur Spear Earl Vogt	Amy Birdsall	Ted Peterson (au-av) Jules Steele	James Gray Jules Steele Frances Boardman	James Gray (b-a) Aaron M. Litman	J. L. McCool (c) Roy Swanson (L) W. Oakes Miller (p)
Stillwater	Gazette	Wm. E. Easton	Stanley Cann, city ed.				Margaret Lammers				Ned Easton (c)
Virginia	Enterprise	Burt D. Pearson					Elizabeth R. Reuter				Jay O. Bergeson (c)
Willmar	Tribune	V. E. Lawson		O. B. Augustson	Eben E. Lawson	Eben E. Lawson	Alice Phillips	Reuben Bengtson H. A. Hengstler (r)	O. B. Augustson (mo-mu)	V. E. Lawson	Evangeline Hillerman (c)
Winona	Republican-Herald			H. G. Hymes			May Murray				
Worthington	Globe				Perry Carter		Doris Peterson		H. L. Refsell (mu)		

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

MISSISSIPPI

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Clarksdale	Register	Dortch Campbell					Maude P. Walton	Blanton Dye	Johanna Serio (mo)		Johanna Serio (c) Blanton Dye (p)
Greenwood	Commonwealth	Littleton Upshur					Joy Smith				Era M. Wilkes (c)
Jackson	Clarion-Ledger	T. M. Hederman				A. H. Martin, Jr. E. Johnston (s)	Frances Baker	A. Hederman (av)	Frances Baker(t-mu) Purser Hewitt		
	News	Frederick Sullens Scott Dickson	Scott Dickson	Frederick Sullens Scott Dickson Earl Magee Bette Barber Jack Hancock			Bette Barber				D. E. Dore (c)
Tupelo	Journal	Geo. A. McLean					Mrs. E. Turner, Jr.	Mrs. H. Rutherford (r)			N. H. Dement (c-p)
West Point	Times Leader	Edgar G. Harris		Edgar G. Harris			Carrie Travis Baker Beulah L. Harris			Edgar G. Harris	

MISSOURI

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Boonville	News	Jack R. Adams		Jack R. Deck			Maxine Aubrey	Jack Adams (au-av-r)		Harold R. Winsor	H. R. Winsor (p)
Carthage	Press	Ward L. Schrants W. J. Sewall		W. J. Sewall Fletcher Cupp			Myrle Benedict			W. J. Sewall Ward L. Schrants (b)	
Columbia	Tribune	H. J. Waters	L. H. Edwards								
Excelsior Springs	Standard	Edw. W. Sowers		Edw. W. Sowers		E. W. Sowers E. J. Lawrence (s)	Edna O'Dell Betty Whallon	William Evans Floyd Swafford Edw. W. Sowers	Edw. W. Sowers	E. J. Lawrence Edw. W. Sowers (t)	E. J. Lawrence (c-p) Floyd Swafford (L)
Independence	Examiner	W. Southern, Jr.		W. Southern, Jr.			Susannah Gentry	Frank W. Rucker			Frank W. Rucker (c-p)
Kansas City	Journal	Ray Runnion	Ray Runnion	John Cameron Swayze Parke Carroll Kenneth McM. Dickey	Calvin Lane Alley	D. D. Downing	Ursula Genung Jean Lightfoot	John Cameron Swayze (r)	Lowell Lawrance John Cameron Swayze Graham Kendall	Tom Collins	L. E. Heidenreich (c) Hester B. Miller (L) J. Maitland Cook (p)
	Star	H. J. Haskell H. C. Haskell C. V. Stansell Paul Wellman Richard Fowler	D. Austin Latchaw	Landon Laird J. S. Jackson C. H. Thompson D. L. Hartley	S. J. Ray Dale Beronius Frank Miller	David B. Park C. F. Eby	Judd Hale Nell Snead	J. D. Bowersock (au-av) Dean Fitzer	Landon Laird J. C. Moffitt C. H. Thompson	Wm. Reddig H. C. Haskell	J. H. Hoover (c) Myrtle Hale (L) R. A. Barrows (p)
Lebanon	News	Fred W. May C. J. L. May		Fred W. May			Virginia F. MacKenzie		Ed. S. Mitchell, Jr. (mo)		Alice E. Koby (L)
St. Joseph	News-Press & Gazette	Arthur V. Burrowes (e) Frank Wickiser (e) Dean Wilde (m)		Arthur V. Burrowes Gene Sullivan		Norman Stewart	Ada Lyon (e) Jessie Rody (S) Deedie Mae Austin (m) Anna Rutt (e)	Merrill Chilcote (e) Edwin McDonald (e) Prentiss Mooney (e)	Anna Rutt (e) (mo) Ada Lyon (e)(mu) Deedie Mae Austin (m) (mu)	Erma L. Young(s)	Elsie Jones (L)
St. Louis	Globe-Democrat	Casper S. Yost		Katharine Darst F. H. Collier M. O. Shevlin Roy A. Reed P. W. Hangge	Percy Vogt Victor Vaccaresza	W. A. Happ Walter H. Ames P. W. Hangge	Martha Stannard Helen Morrin	Roy A. Reed Harry LeMertha (r)	Herbert L. Monk (t-mo)	C. C. Clayton Walter H. Ames (t)	E. E. Schneider (c) Josephine Fahey (L) Douglas V. Martin, Jr. (p)
Springfield	Springfield Newspapers, Inc				John Kennedy		Esther McGuire Ruth Beeler		Dickson Terry (t-mo) Helen Laverty	Mary Hobbs	Pearle Hermes (c) Howard Dunbar (L)

MONTANA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Billings	Gazette	Guy Mooney Harold Seipp					Nita Oleson				C. D. Connelly(c) Nita Oleson (L) F. W. Pierce (p)
Bozeman	Chronicle	Jas. P. Bole Judson W. Conger									
Helena	Independent	Law Risken					Anabel Neill				T. B. Brown (c)
Livingston	Enterprise	L. E. Flint				L. E. Flint (f-s)	Nelle Grigsby Luella Madden	F. S. Powell (au-av) L. E. Flint	L. E. Flint (t-mo-mu)	L. E. Flint (b-a-i)	L. E. Flint (c-L-p)

NEBRASKA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Beatrice	Sun	E. M. Marvin	R. S. Marvin	Robert Johnson			Hazel Sabin				
Falls City	Journal						Rosetta Hahn				
Fremont	Guide	Ralph Partridge					Helen Pascoe	Norris Ryder	Lawrence Strouse (mo)		Phyllis M. Kendrick (c) Norris Ryder (p)
	Tribune	Herbert Putnam Dean Lesher					Florence Swihart	Ferde Larson (au-r)			W. H. Chase (p)
Grand Island	Independent	Arch W. Jarrell					Mabel Nay				
Hastings	Tribune	Fred A. Seaton J. Harold Hamil		J. Harold Cowan Helen Hemphill	Charles Wicker		Florence Vlach			Fred A. Seaton	John Spore (L)
Kearney	Hub	H. Dwight King		Ed Chittenden			Mary Frances Wittera				Edith McKean (c) Bill Miller (p)
Lincoln	Star	J. E. Lawrence					Lynelle Greer	Ray Hitchcock Bruce Nicoll (r)			H. F. Hermingshaus (c)
Nebraska City	News-Press	J. H. Sweet Arthur R. Sweet					Ann Wary				
Norfolk	News	S. H. McCaw					Judith Cowles				Fritz Asmus (c)
North Platte	Telegraph						Bonnie Dillon				
	Bulletin	F. W. Speers					Eloise Duvel	James Hull A. W. McCollough Jack Moser	Victoria Spears (mo)	F. W. Speers	R. J. Cozart, Jr. (c) Elton Carter (p)
Omaha	World-Herald	H. E. Newbranch	W. E. Christenson R. M. Jones	Guy S. Williams Eva Mahoney	Dan Dowling Mike Parks Clark Haas, Jr.	J. L. Belding Irving Greene Ted Landale	Evelyn Simpson Maude Coons	Ted Landale Lawrence Youngman Keith Wilson	Keith Wilson (t-mo) August M. Borglum	Robt. Frederick Lane Leonard Thiessen	George Gill (c) Helen Nolan (L) T. W. Summers (p)

NEVADA

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Las Vegas	Review-Journal	A. E. Cahlan		A. E. Cahlan J. F. Cahlan Sherwin Garside			Florence Lee Jones				
Reno	Gazette				Lou Hymers		Alice Mularkey				
	Nevada State Journal			Rev. Brewster Adams Gladys Rowley			Leola McDonald	John Brackett (r)			R. R. Allbaugh(p)
Winnemucca	Humboldt Star	C. H. Smith	C. H. Smith				A. Nelson				A. D. Stitser (c)

NEW HAMPSHIRE

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Concord	Monitor & New Hampshire Patriot			Harlan C. Pearson Albert S. Baker							Clarence E. Jesseman (c-p)
Keene	Sentinel	Harry C. Shaw	John H. Kline	H. D. Nadig						John H. Kline	C. R. Rodgers (c)
Laconia	Citizen						Alma Gallagher	E. A. Twombly (av)	Alma Gallagher (mo) Yetta Wexler	Alma Gallagher	

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

NEW JERSEY

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Atlantic City	Press-Union	Francis E. Croasdale					Elizabeth Gore	Howard Diamon (r)	Howard P. Dimon (t-mo)		P. J. O'Neill (c) Elsie Heinrich (L)
	World	J. R. Conroy		Albert Zugsmith Daniel McLaughlin Lawrence J. Casey			Hortense Huber	J. R. Conroy (r)	Roy Reel (t-mo)		
Bridgeton	News	W. E. Middleton		R. A. Brandt		C. L. McIlvaine	Lucie A. Henderson	C. L. McIlvaine	R. A. Brandt (t-mo)		Ed. J. Schofield (c)
Camden	Courier-Post	Edwin Kemp	Arthur Pierce	Gordon Mackay James O'Neill Charles Hume John Fitzgerald	Jerry Doyle	Hyman Kaplan Elmer C. Pratt (s)	Irene Frost Hilda Shivers	Marion Gilson (r)	James O'Neill Ida Hermann Henry Beck		James T. Scott (c) Carl Zepf (L) Herbert Tushingham (p)
Hackensack	Bergen Record	John Borg R. H. Wynkoop	W. A. Caldwell	W. A. Caldwell Justin Gilbert Al Del Greco Roger Vreeland	John Wood (s)		Helen Gabbert	Kenneth Wallace Justin Gilbert (r)	Edgar Lum Cook Kenneth L. Demarest Roger Vreeland		Walter Lux (c) Elmer Hering (L)
Hoboken	Jersey Observer							Harold Seide Hannah Sullivan (r)	Elsie Yeutter (t-mo)	A. L. Kaye Elsie Yeutter (t)	Morris Meyer (p)
Lakewood	Times		Harold Ober				Carolyn Newman				
Long Branch	Record						Helen Mazza				Frank E. Henderson, Jr. (c)
Morristown	Record	Norman B. Tomlinson				Edgar M. Weed (s)	Marian Griffin		Marian Griffin		
Newark	News	Henry Suydam Robert R. Lane	John J. Farrell Fredua White William R. Clark John W. Maynard		Lute Pease William Crawford	Francis W. Daire	Raymond C. Gray Mary Stow	Eugene J. Zimmerer R. Kirschbaum Hubert R. Ede	Rowland Field Whitney Bolton Charles Hauffer (mo-mu) Alan Branigan	Max Hersberg Virginia Fortiner Raymond C. Gray	R. B. Whitney (c) Albert H. Hunt (L) Thomas D. Kenney (p)
	Star-Ledger			Jerry Nusbaum Sylvia Smith Morris Mogelever		Edward Mowery	Rita Wagner	Jack Schafer (r)	Sylvia Smith (t-mo)		Rea Becker (c) Wm. Maxwell (L) Fred Jablons (p)
New Brunswick	Home News & Sunday Times	Harold E. O'Neill		Will Baltin			Mrs. Viola Jennings Mrs. Gertrude Cobb	L. Woodruff (av) Wm. Baltin	Wm. Baltin (t-mo) Mary Purnell	Mary Purnell (a)	A. E. Henry (c) Anne Lester (L)
Passaic	Herald-News	Geo. M. Hartt Wm. M. McBride	W. M. McBride Geo. M. Hartt	Edward Reardon Carl Ek Paul B. Schwartz Irma Gale	M. P. Milians	Allen W. Smith (g) Carl Ek	Ellen Weber Moser Lee Starke	Carl Ek (r)	Carl Ek (t-mo) Ellen Moser	Wm. M. McBride Margaret Fagan	P. M. Contant (c) Virginia Drukker (L) J. N. Wright (p)
Paterson	Call		Henry A. Williams	George H. Burke			Helen Galbreath	Henry DeYong		Robt. Williams	
	News	Harry B. Haines A. J. Greene	A. J. Greene	Harry Grossman Robert H. Levine Joseph Gootter	Curt Brautigan	James R. Cahill Robert H. Levine (s)	Mary Rickaby Mrs. Florence Smith	H. M. Schmidt Arthur Guillermain Harry Schwartz	Milton G. Levine (t-mo)	H. M. Schmidt (t)	Geo. Gross (c) Eugene Henkel (L) Edw. B. Haines (p)
Perth Amboy	News	Ellwood R. Johnson, Jr.	John J. McDonnell Julian Pollak	William Kozusko Harry Phair	Peter Zak		Bernice Polensky				Paul V. Murphy (c) Rosalie Norman (L)
Phillipsburg	Free Press	Stanley Fink	Michael Horton				Kathryn MacMahon				J. F. Austin (p)
Red Bank	Standard		Walter Hanson	Theron McCampbell John Barberio Kay Jones Mrs. Kenneth Dietz Red Eschelbach Stewart Van Vliet			Mrs. Kathryn Jones				F. K. Sturges (p)
Trenton	Times	Frederick L. Ferris	James Kerney, Jr. John H. Sines			John M. Cleary Albert B. Thompson (g-s)	Elise Ludeke	Russell Thomas Herbert Weiss (r)	Fred W. Burgner (t-mo) Elma Lawson Johnston	Harry A. Weissblatt Elma Lawson Johnston	John P. Callahan Jr. (c) Beatrice Priory (L) D. A. Johnson (p)
Union City	Hudson Dispatch			Haddon Ivins	John "Kay" Karaffa			Albert Boyle (r)			L. J. Whitford (c) Mrs. Bertha B. Rauch (L) Thos. Meegan (p)
Vineland	Times			Max Leuchter Wm. J. Mulligan Carlo Sardella							C. P. Leuchter (c)
Wildwood	Leader	Charles Hunter		Lynn Wood							A. S. Bailie (c)

NEW MEXICO

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Carlsbad	Current-Argus	F. B. Rigdon		Kenneth Dixon			Louise Hemphill				Virginia Rigdon (c) Dan Nichols (p)
Clovis	News-Journal	Richard Hindley		Jack Hull R. C. Hoiles			Kathryn Bomar				Richard Hindley (p)
Gallup	Independent	A. W. Barnes	Charles Huff	A. W. Barnes		A. W. Barnes	Irene Gribbin Hagberg			A. W. Barnes	A. W. Barnes (c-p)
Hobbs	Post Courier		W. E. Colvert (gen-mgr)				Louise Murray				
Raton	Range	Lamont Odett W. L. Odett	J. B. Barber Martha Morrison	H. A. Hill			Martha Morrison				W. L. Odett (c-p)
Roswell	Record	C. E. Mason		Will Robinson			Mrs. Grace Thorpe Bear				E. J. Kurre (p)
Santa Fe	New Mexican						Calla Hay			Gordon P. Martin	
	New Mexico Examiner	Larry Bynon					Margaret Lohlker	James Pichler (r)	Margaret Lohlker (mu)	Margaret Lohlker (b-a)	Ned Gold (c-p)

NEW YORK

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Albany	Knickerbocker News	B. J. Lewis		B. J. Lewis Charles Young C. R. Roseberry	Jerry Costello	F. P. Kimball A. Ranger Tyler (s)	Rhoda Hathaway Mary Freeman	Edward Healy (r)	C. R. Roseberry (t-mo-mu)	A. Ranger Tyler	Helen Waterbury (L)
	Times-Union			Wm. Kennedy E. S. Van Olinda			Marie Avery Myers Margaret Osborne		Edgar S. Van Olinda (t-mo-mu)	Richard J. Lewis, Jr. R. Loring Dun C. E. Davis, Sr.	Henry Slingerland (c) Raymond Hare (L)
Binghamton	Press	Tom R. Hutton		Albert F. Lamb	Robt. C. Broughton		Lucia G. Ives Geo. S. Curtiss	Sidney M. Cavanaugh Geo. S. Curtiss (r)			Robt. L. Sturdevant (c) Anita M. Grambs (L) Merle C. Ostrom (p)
	Sun	Walter J. Lyon		Sam Nash Letty Lynn	Dick Hodgins	Ray H. Horton	Jennie A. Mallette Letitia J. Lyon				
Bronx	Home News	Harry Goodwin Mark Price				S. S. Model	Marie Terry	Harry J. Clarke Wm. F. Germaine (r)	Walter Snow Sol Cohen	S. S. Model (t)	S. S. Model (c-p) Arthur Rosenstock (L)
Brooklyn	Citizen	Solon Barbanell	Paul J. Brown			Wm. J. Punch	Lucile Mints	Murray Rosenberg (r)	Edgar Price (t-mo) Paul J. Brown	Arthur J. Busch	A. G. Brintrup (c) E. J. Harrington (L)
	Eagle	Edwin B. Wilson		John A. Heffernan Clifford Evans Helen Worth Frank Rell Jo Ranson Jimmy Wood	John Cassel Ed Hughes	George Mills	Helen Brown Dorothy Coburn	John De Milis Jo Ranson (r)	Arthur Pollock Herbert Cohn Miles Kastendick	Arthur Rhodes A. Z. Kruse Samuel Hecht	H. Darries (c) Catherine Kelly (L) Chas. Schoen (p)
Buffalo	Courier-Express	Fred. W. Kendall Gordon E. Brown Bennett Davis		Ed. J. Kiefer	Leo J. Roche	L. G. Feldman Merle D. James	Mrs. L. Kirk	Ralph E. Turner G. F. Oliver (r) Don N. Tranter	W. E. J. Martin (t-mo) Mrs. I. W. Evans	Bennett Davis Merle D. James Walter J. Martin	A. Gordon Bennett (c) Sarah Sherman (L) James C. Kennedy (p)
	Polish Everybody's Daily	Melania Nesterowicz	Dr. J. A. Nowotny F. Synakowski		Frank Gorny John Sikora	Uriel J. Piduck S. Turkiewicz (s)	Marie Ruszkiewicz	A. Biedron C. Zwierzynski (r)	S. Turkiewicz (t-mu) C. Zwierzynski	Dr. J. A. Nowotny	M. Pelczynski (c) Clara Ryszkiewicz (L) C. Zwierzynski (p)
Canandaigua	Messenger	L. J. McCarthy		J. H. Klasen Katherine Welch			Katherine Welch	J. H. Klasen			L. J. McCarthy (c) H. MacDuff (p)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK—Continued

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Corning	Leader	L. D. Kimble	L. D. Kimble				Mrs. Sara Cary				
Dunkirk	Observer		W. A. Brennan				Margaret Toomey				H. K. Williams, Jr. (c)
Elmira	Advertiser	W. C. Barber	E. Angevine	Joseph Hayes			Marjorie Bennett	Geo. Givens (r)	W. C. Barber (mo) Thomas O'Leary (mu)		Walter R. Green (c) Chas. Frydenborg (L) Henry Brown (p)
	Star-Gazette	Geo. S. Crandall	Geo. E. McCann	M. D. Richardson			Mary Dow Marion K. Stocker	T. J. McCarthy (av) Geo. E. McCann (av) A. L. Rossiter	Geo. E. McCann (mo) A. I. Doughton		W. R. Green (c) C. Frydenborg (L) Henry Brown (p)
	Sunday Telegram	G. S. Crandall	G. S. Crandall				Marion K. Stocker Mary Dow	E. L. Van Dyke (av) Nancy Gregory (r)	Edw. L. Van Dyke (mo) Robt. Eckert (mo)		W. R. Green (c) C. Frydenborg (L) Henry Brown (p)
Endicott	Bulletin			Stephen Hambalek			Ruth A. McNeil				Stella Ostrosity (c)
Freeport-Hempstead-Lynbrook			Arthur L. Hodges	Leo P. Hanning Robert Stirrat Seymour Marks	Fred Graf		Olive Hurlbut			Frank Culver	Wm. Kehlhem (c) Margaret Harvey (L)
Ithaca	Journal	Harry G. Stutz									D. Simmonds (c)
Jamestown	Journal	J. A. Hall V. A. Hatch					Gwendolyn Johnson				
Kingston	Freeman						Margaret A. Howe				H. du Bois Frey (c)
	Leader	Ira. V. D. Warren	Nathan Markson		Louis Stekstee		Agnes Smith	Floyd G. Edinger Kenneth Hyatt (r)			M. L. Comerford (c)
Long Island	Star-Journal	Eugene Farrell					Jessie Florence Schulze				H. J. McCloskey (c)
Malone	Telegram		D. N. Callander		Del Forkey Stanley B. Ferris		Margaret Howe Mrs. S. B. Ferris Gladys DeFreitas				L. L. Turner (c) Del Forkey (p) J. J. Decent (c)
Middletown	Times Herald										
Newburgh-Beacon	News	C. D. Myers		Christie Brooks Thom Yates	James Brosnan		Mrs. L. Siewekl	Harry Cohen (au-r)			S. G. Dimmick (c) Irving Knox (p)
New York	Herald Tribune	Geoffrey Parsons Wm. M. Houghton Nicholas Roosevelt Walter Millis		Walter Lippmann Dorothy Thompson Mark Sullivan Richards Vidmer Lewis Gannett Donald Stillman	J. N. Darling ("Ding") Ted Brown H. T. Webster	Norman C. Stabler R. F. Crandall David Lidman	Howard White Elois Davison, (home inst.)	H. A. Pierce A. Edw. Talbert H. T. Rowe	Richard Watts Howard Barnes Francis Perkins	Irita Van Doren, (book editor) Royal Cortissos Richard Dunlap	Wm. G. Hills (c) D. G. Rogers (L) W. E. Dempster (p)
	Post	George Cassidy Samuel Grafton		Jack Miley Anne Hirst Ludwig Lore Leonard Lyons Ernest Meyer F. P. Adams W. L. White Dorothy Bromley Samuel Grafton Sid Skolsky	Rollin Kirby Stan MacGovern Roland Coe	P. L. Trussell John Edelberg (s)	Dixie Tighe Anne Curry	Elmer Thompson Leonard Carlton (r)	John M. Brown Wilella Waldorf (t) Archer Winsten Irene Thirer (mo) Samuel Chotzinoff	May Cameron Jerome Klein Elmer Thompson	Parker A. Linsey (c) John Goetz (L) Paul Sarzen (p-dir)
	Sun	F. M. O'Brien		H. I. Phillips Bob Davis Frank Graham Ward Morehouse Robert Wilder Malcolm Johnson G. Selmer Fougner	Rube Goldberg	C. A. Shively F. R. Bruns (s)	Paul A. Stewart Mary E. Watts	John C. Draper Sherman B. Altick E. L. Bragdon	Richard Lockridge Eileen Creelman Oscar Thompson	Jas. C. Frey Henry McBride Paul A. Stewart	S. Wolfenden (c) Paul Drane (L) Kenneth Mason (p)
	Wall Street Journal	F. A. Korsmeyer Wm. T. Cobb		Thos. F. Woodlock T. M. Foristall Robt. Laffan B. H. McCormack Bernard Kilgore Oliver Gingold	Wm. O. Fitzgerald			T. C. Sullivan (au-av) J. Pacey	Maynard Lemen (t-mo-mu)	William T. Cobb	J. C. Hoskins (c) Florence Wagner (L) Leslie Davis (p)
	World-Telegram	H. S. Pollard George Britt		Westbrook Pegler Joe Williams H. Elmer Barnes	Will B. Johnstone Willard Mullins Denys Wortman	Raph Hendershot	Gertrude Bailey	Chas. M. Sievert Alton Cook (r)	Sidney B. Whipple William Boehnel Pitts Sanborn Isabel Whitman (mu)	Harry Hansen Emily Genauer Chas. M. Sievert	Harold Loomis (c) M. Redding (L) Lee Tracy (p)
Niagara Falls	Gazette					J. A. Tait	Mrs. G. Wright				R. M. Van Wagnen (c)
N. Tonawanda	Evening News	C. E. Hewitt	C. E. Hewitt, Jr.			E. H. Hewitt (f-e)	Lodema Rafter	E. T. Hitchcock J. H. Tillitson Richard Burke	R. B. Hewitt (t-mo-mu)	R. B. Hewitt E. H. Hewitt (a-t)	C. E. Hewitt (c) E. T. Hitchcock (L) C. E. Cutting (p)
Norwich	Sun		P. L. Clark				Marjorie Bingham				L. Montgomery (c) Claude Page (p)
Nyack	Journal-News	W. E. Williams	Norman Baker Virginia Parkhurst	Robert Deed			Virginia Parkhurst			Philip Lenhart	E. V. Burnette (c)
Olean	Times-Herald	H. R. Helsby					Helen J. O'Hara		Donald Walker (mo) Arthur Wakelee		F. A. Schnell (c) Fred. G. Meyer (p)
Oneida	Dispatch	Winthrop S. Tuttle		T. A. Cruthers			Dorothy Pardew				W. E. Pardoe (c)
Oswego	Palladium-Times	J. M. Gill C. T. Leighton		J. M. Gill F. R. Lee George Herron		C. T. Leighton	Josephine Fidgeon F. R. Lee	E. M. Waterbury John M. Hurley (r)	Francis R. Lee (t-mo-mu)	E. M. Waterbury	G. I. Batchellor (c) F. R. Lee (L) T. A. Cloutier (p)
Peekskill	Star	E. Joe Albertson		W. H. H. MacKellar		E. J. Albertson J. D. Albertson (s)	Jane Schumacker	E. J. Albertson Larrabee Albertson (r)	E. J. Albertson (t-mo) Larrabee Albertson	Larrabee Albertson (b-t)	D. F. Ikeler (c) Larrabee Albertson (L) D. F. Ikeler (p)
Plattsburg	Press	Thos. H. Weldon		Wm. M. Lynch					Thos. H. Weldon		Wm. M. Lynch (p)
Poughkeepsie	Sunday Courier	Walsh, Thompson	S. Horton Thompson	Roy Jackson Bill Moehrke	George La Due		Margaret Haas		Katherine Fisher (t-mu)	Katherine Fisher	Harold Cassil (p)
	Evening Star & Enterprise	Richard E. Coon A. F. Wollenhaupt		Edwin Rozell Chas. J. Murray		Ernest L. Owen Francis C. Ryan	Laura C. Marshall	Chas. W. Kellogg (au-r) Charles J. Senk	Jos. W. Emsley (t-mo) A. F. Wollenhaupt	Richard E. Coon Clifford J. Nuhn Laura C. Marshall	Richard E. Coon (c) Marjorie Meyers (L) R. J. Taylor (p)
Ridgewood	Long Island Advocate	L. E. Reichhold	Frank Frazer	Ed Sullivan Ted Weigand Vic Stanley L. E. Royal	Bert Reis	Geo. Zeltman (s)		Arthur Weil Frank Frazer (r)	Frank Frazer Morris Peters (mu)	Bert Reis (a)	A. H. Horeis (c) Walter E. Bull (p)
Rochester	Times-Union	Ralph P. Webster	M. V. Atwood		Elmer R. Messner	J. Perry Burgess	Ruth B. Chamberlain	Waldon N. Yerger (r)	A. J. Warner (t-mu) Amy H. Croughton	Amy H. Croughton (a)	S. W. Richards (c) Mrs. Joan Lynn Schild (L) Wm. F. Butler (p)
Rome	Sentinel	John A. Scott A. R. Kessinger		R. D. Heath			Arlene La Rue				W. P. Doyle (c) Gerald Maray (L) B. C. Barnard (p)
Salamanca	Republican-Press	Matthew Weber				Latham B. Weber	Mrs. Arline Arnold	John Alden (au-av)	John L. F. King (t-mu) John Alden	John Alden	Latham B. Weber (c-L-p)
Saratoga Springs	Saratogian	W. Howard Moody					Mrs. W. Britten				Florence A. McGill (c) Mark Collins (p)
Schenectady	Gazette	Ralph M. Turner	Dudley T. Hill man. ed. G. A. Lindsay, news ed. L. H. Stola, sport ed.			O. B. Bond (s)	Corrine Conde Susan Henyan	Joseph Ronan Donn H. Munson D. S. Dales Jos. Armstrong (r)	Helen Clinton (t-mo-mu) Susan Henyan (t-mo) M. L. Rowe (t-mo)		Robt. J. Walsh (c) M. Lorraine Rowe (L) J. E. Brown (p)
	Union-Star	Walter Main					Marie A. Cullen	Samuel Duval	Everett L. Finch (t-mo) Maud L. Welin		Stannard Butler (c)
Staten Island	Advance	Kurt Hoffman	Dan Harper Harold Howell Kurt Hoffman	Frank Lesourd Rosemary Bower Jack Tilson			Mrs. Bessie King	Frank Rock Art Kline Walter Squier			Edw. J. Jones (c) Frank Rock (p)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK—Continued

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
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	Post-Standard	M. A. Hanlon	R. L. Voorhees	Joseph Adams	E. F. Schilder	W. H. Tuckley E. F. Schilder M. Elliott	Mary Barrett Mary Zoretski	G. R. Laing J. Baker	Helen T. Walker (t-mo) H. W. Tuckley C. Alice Armstrong (t-mo)	R. L. Voorhees Anna Olmstead Hugh Irwin	C. E. Merritt (c) M. Walton (L) A. J. Snell (p)
Troy	Observer-Budget			Gene Hayes Alma Naughton Nell Van Rensselaer			Helen L. Collins	Helen L. Collins (r)		Helen L. Collins (b-t)	Allan Markley (p)
	Record & Times Record		Garner P. Roney				Betty C. Bauer Mrs. Carolyn H. Curry	John P. Sliter Albert F. Demers (r)			C. E. Velie (c) Anne E. Cornett (L) A. B. Wyckoff (p)
Utica	Observer-Dispatch	William J. Woods E. A. Spears	Joe H. Torbett, exec. ed. William J. Woods	E. A. Spears Stanley Clark	Louis Paige	Harold Semple Vincent Jones (s)	Kate Judson	Vincent Jones (au-av-r)	Vincent Jones (t-mo-mu)	Vincent Jones (b-a-t)	Geo. C. Wertz, Jr. (c) Myrtle Ellis (L)
	Press		Joe H. Torbett, ex. ed. Paul B. Williams		Dante Tranquille	Em Evans (f-a)	Edna Coe	Em Evans (au-av-r)	Em Evans (t-mo-mu)	Em Evans (b-a-t)	Geo. C. Wertz, Jr. (c)
Watertown	Times	Harold B. Johnson Harry F. Landon Clarence J. Webster Beulah Rector				Howard A. Lennon	Catherine Common	Dominic Pepp (r)	Dominic Pepp David F. Lane (mu)	Beulah Rector	Paul Carl (L) Carmen Featherstone (L)
White Plains	Reporter	Walter V. Hogan	Wm. L. O'Donovan	W. Livingston Larned Edw. Tompkins		Walter V. Hogan	Teresa Flintoft Elizabeth C. Craig	W. Lee Tuller Wm. L. O'Donovan	Norton Mockridge (t-mo)		Edw. A. Keeffe (c) W. Lee Tuller (p)

NORTH CAROLINA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Asheville	Citizen & Times		Hugh C. Stanard (m)	James H. Caine (m)			Mary Anne Sides (m) Mary Ellen Harrison (s)				E. Ray DeVault (c) Douglas Brookshire (L)
Burlington	Times-News	Staley A. Cook E. B. Stone		Staley A. Cook Wesley Hayden E. J. Hamlin			Marion Brown	Jean Gray Scott (av)	Marion Brown (mu)	Staley A. Cook Marion Brown	R. M. Fonville (p)
Charlotte	News	J. E. Dowd, ed.	W. J. Cash	C. A. Paul Dorothy Knox Harriet Doar Rev. Herbert Paugh		J. A. Daly J. L. Patterson (s)	Harriet Doar	J. A. Daly	Thos. G. Fesperman (mo) Louise Young Workman	Reed Sarratt	Paul C. Hamilton (c)
	Observer			T. D. Kemp, Jr.	R. R. Pitts	H. G. Trotter R. C. Page, Jr. (s)	Mrs. M. K. Abernethy	H. L. Griffin Chas. Locsane	R. R. Pitts (t-mo)	Le Gette Blythe	
Concord	Tribune					E. Ray King (s)	Mrs. I. Whist Mrs. Z. L. Roberts	Hinton McLeod (av)	W. M. Sherrill (t-mo)		Zack L. Roberts (c-p)
Durham	Herald & Sun						Carolyn Goldberg Margaret McGary	Wyatt Dixon (r)		Steed Rollins	D. J. Germino (c)
Elizabeth City	Advance	Herbert Peele	John Peele Herbert Peele						John Peele (t-mo)	John Peele Mrs. H. Peele	M. L. Mitchell (L)
Gastonia	Gazette	H. A. Query J. W. Atkins		Stewart Akins Zoe K. Brockman H. A. Query			Zoe K. Brockman			Ben E. Atkins	
Greensboro	News	Earle Godbey, ed. H. W. Kendall, asst. ed.				R. F. Farley	Anne C. White		Mrs. H. Eichborn (mu)	T. E. Wagg	G. S. Petty (c)
Hendersonville	Times-News	J. T. Fain					Mrs. C. R. McManaway				
High Point	Enterprise	W. A. Bivins	John Mebane				Madeline Hoover	George Edwards		John Mebane	
Kannapolis	Independent	Paul Caldwell, ed.	Wm. Workman J. C. Winniger Betty Moore T. H. Wingate	Betty Moore Wm. Workman Mack Mcka.. Heron Wingate Nancy Orr			Mrs. Betty P. Moore		Wm. Workman (t-mo)	G. McDonald	James L. Moore (c)
New Bern	Tribune			Billy Arthur			Theresa Shipp			N. G. Gooding	
Raleigh	News & Observer			Nell Battle Lewis			Mrs. Sidney Smith Edith Harbour				Grace Wilder (c)
	Times	R. L. Gray					Nancy Cox				J. A. Park, Jr. (c)
Salisbury	Post	Spencer Murphy		J. W. Harden	Carl Spencer		Mary Klinn		R. T. Montague (mo)	Spencer Murphy	Holmes Taylor (c)
Tarboro	Southerner	Aubrey Shackell					Mrs. V. H. Creech				V. Herman Creech (c) Aubrey E. Shackell (p)
Thomasville	Tribune	C. T. Brumfield		C. T. Brumfield Carl Newsome Francis Griffin Priscilla Lambeth Mrs. A. Surratt		C. T. Brumfield Francis Griffin (s)	Francis Griffin	C. T. Brumfield (au-av) R. Roy Whitlow	Francis Griffin (t-mu) C. T. Brumfield	Mrs. A. Surratt Francis Griffin C. T. Brumfield	R. H. Whitlow (c) Mrs. A. Surratt (L) J. Thad Hedrick (p)
Wilson	Times	John D. Gold	Ed. W. Davis	John G. Thomas			Mrs. Ed W. Davis Sue Jordan			Mrs. John D. Gold	John D. Gold (c-p)

NORTH DAKOTA

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Fargo	Forum	S. W. Hooper, city ed.	N. D. Black, pub. Mrs. Jenny C. Black, pres. H. D. Paulson, ed.	Chas. Andrus Roy Johnson Henry Frank Henry Hurley Joe Schannach Eugene Fitzgerald Ad Nordmarken Clem Conlin Harry E. Polk			Eva M. Finke	Roy Johnson (r)	Roy Johnson (t-mo)		N. D. Black, Jr. (c) Jean Dunlop (L) James A. Black, (p)
Williston	Herald	A. J. Hauge	A. J. Hauge			A. J. Hauge	L. Ludowese				R. E. Randall (c) V. E. Wensel (p)

OHIO

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Akron	Beacon Journal	John S. Knight Robert H. Stopher W. S. Holden		John S. Knight H. B. Kerr Anthony Weitzel Robert H. Stopher Wm. A. Duff Wm. G. McKee	D. Webb Brown	George Hattie	Ethel Myers	H. Waterhouse (av) Dorothy Doran	Edward E. Gloss (t-mo) Oscar Smith	Naomi Bender (b-a)	K. L. Milburn (c) Leona Taylor (L)
Ashland	Times-Gazette						Mary Lou Lammers		Marcell Houston (mo)		Fred Koehl (p)
Ashtabula	Star-Beacon	G. H. Leggett D. C. Rowley E. L. Bowman					Margaret Renaud	M. R. Alfred Mrs. E. A. Olson (r)	E. L. Bowman (mu)		G. H. Leggett (c-p)
Athens	Messenger	C. H. Harris				G. K. Bush	Mrs. M. B. Reeder Mrs. Hazel Finsterwald	G. E. Mitchell (au-r) G. K. Bush	Marian B. Reeder (mu)		G. K. Bush (c)
Bowling Green	Sentinel Tribune	Spencer A. Canary					Minniebelle Conley				
Bucyrus	Telegraph-Forum	Rowland R. Peters					Evelyn Schieber	Gayl Metzger (r)			
Canton	Repository	D. L. Mansell					Clotilda Ball	Clifford Grass (au-r)			H. S. Patterson (c)
Celina	Standard	Parker R. Snyder					Esther Vanderhorst				
Chillicothe	News Advertiser	R. E. Segal					Helena Franke Mary Pattison	Elmer Price (au-av) Robt. Burns	Alvin Turcher (t-mo) Mary Pattison	Mary Pattison (b-a)	Jean Ewing (c) Rowena Cook (L) Elmer R. Price (p)
	Scioto Gazette	R. E. Segal		Amelia Hydell			Rowena Cook Mary C. Pattison	Elmer Price (au-av) Robt. Burns	Alvin Turcher (t-mo) Mary Pattison	Mary Pattison (b-a)	Jean Ewing (c) Rowena Cook (L) Elmer Price (p)
Cincinnati	Enquirer	W. F. Wiley John W. LaRue Wm. H. Hessler Ollie James		Lou Smith Bob Bohne	Harold Russell	Dwight Bicknell Wm. M. Thompson	Jane Finneran Mary F. Gorey	R. C. Beiser Bob Helmer Jack Rogers	E. B. Radcliffe (t-mo) H. C. Yeiser	James Golden Mary L. Alexander John P. Rhodes	Albert Imsande Harry Pence (L)
	Post	George Bidinger		Alfred Segal			May Dearness Adele Slade	Wm. E. McCarty Paul Kennedy (r)	Edward Carberry (t-mo) Lillian Tyler Plogstedt	Edward Carberry Cliffe D. Fortney	Robert B. Hyde (c) Frank Rahl (L) Frank Koester (p-edit) Harold O. Riess (p-b-as)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

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Cincin. Con't	Times Star	Hulbert Taft	Clark B. Firestone		Claude Shafer	Bernard Boer	Mrs. Carmichael Sara Austin	Fred Burus (au-av) F. Raine	Groverman Blake (t-mo)	Groverman Blake Cherry Greve Fred Burus	Philip Diehl (c) Lew Hock (p)
Cleveland	News	John M. Storm		Howard Beaufait Howard Wolf Jack Kennon	William Summers	F. F. Duncan	Marjorie Western Eve Kelcher	C. V. Talbot Elmore Bacon (r)	Arthur Spaeth (t-mo) Elmore Bacon	David H. Appel Ray Bruner C. V. Talbot	Beatrice Russell (L)
	Plain Dealer	Archer H. Shaw	Russell Weisman Russell Herrlek Spencer D. Irwin W. C. Howells	E. M. (Ted) Robinson R. T. F. Harding Eleanor Clarage Russell Weisman	J. H. Donahey Ed Kuekes	Guy Rockwell C. C. Caldwell Don Grieve	Cornelia Curtiss Harlowe Hoyt V. B. Gray	Harry W. Smith J. D. Hartshorne Robert Stephan	W. F. McDermott W. Ward Marsh Herbert Elwell	E. M. (Ted) Robinson Grace V. Kelly Harry W. Smith	Clark Bole (c) Edith Osborn (L) John Crawford (p-edit)
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Columbus	Citizen	R. S. Brown				J. C. Baxter (f-e)	Betty Cunningham				
	Ohio State Journal	J. A. Meckstroth Clyde Moore J. H. Larimore		Clyde D. Moore Cecile Guthrie	Leo Egli	M. R. Hall (f-e)	Grace Poston	W. S. M. Holloway H. C. Eckert (r)	H. C. Eckert (t-mo) Mrs. V. Keller	K. D. Tooill Edna Clark	R. W. Irwin (c) K. H. Tannreuther (c) Ethel Harper (L) Bob Snyder (p)
Dayton	Journal-Herald	Wm. Harley M. Bradshaw	Dwight E. Young	Dwight Young Jerry Fox Mrs. Chesta Fulmer Bob Husted Jake Frong		Amherst Eaton	Elizabeth Doody (e) Margaret N. Ahlers (m)	John Moore A. McSurely Don Flesher	Arthur Kany A. S. Kany Sylvan Fred (mo) Merab Eberle	Merab Eberle (b-a) John Moore	
	News	C. W. Myers	Walter Locke			Richard Cull, Jr.	Elizabeth Lyman Evelyn Hart Willo Baringer	D. Ingells (av) Chas. Gay	Chas. Gay (t-mo) Emma McClure	Evelyn Hart Emma McClure	B. Drufner (c) Fred Robbins (L)
Defiance	Crescent-News										
Delaware	Gazette	W. D. Thomson	H. C. Thomson Vance Bell Ben David				Elsie Leady	Ben David (r)	Ben David (t-mo) Gilson Wright	D. Snedeker (b-a)	M. T. Gay (c) D. Snedeker (L) W. D. Thomson (p)
Dover	Reporter						Winifred English				
East Liverpool	Review			Lucille Cox			Mrs. S. V. Gardner	A. Thomas (r)			R. Deshler (c)
Elyria	Chroncile-Teleg'm						Mrs. D. Funk	Robert W. Funk			
Findlay	Republican-Courier						Helen Love	M. Bishop (av) John M. Stowell			
Fostoria	Review	F. M. Hopkins		Constance Hopkins			Ange F. Cole Constance Hopkins	E. M. Hopkins Laverne Huth (r)	E. M. Hopkins (t-mo) Constance Hopkins	Constance Hopkins	E. M. Hopkins (c-p)
	Times	Stanton Carle		Constance Carle			Irma A. DeVore	A. S. Bryan (au-av) Stanton Carle	Stanton Carle Constance Carle		
Fremont	News-Messenger	L. L. Faris		Jerry Liska Richard Behr Charles Densmore Harriet Cummins			Fanny Niebling				H. J. Davis (p)
Galion	Inquirer						Martha Goshorn	Harriet Cummins (r)	Harriet Cummins (mo)		L. E. Smith (c)
Gallipolis	Tribune		E. W. Mauck	Harry R. Hurn			Mrs. M. D. Carter				
Hamilton	Journal-News	H. R. Grosvenor	H. R. Grosvenor				Hilda Fontaine Frances Eberling	Frances Eberling (r)			
Ironton	News	P. A. Burke	A. T. Turnbull, Jr.				Marie Cline	Howard Mayes (av)			Howard Mayes (c)
Logan	News		R. S. Rochester	Rubynelle Rochester C. G. McKinley			Margie Brandt	L. Webb			
Lorain	Journal & Times-Herald		R. Neumeyer	R. Neumeyer John Saffell Rhea Eddy			Mrs. Rhea Eddy	John Saffell R. Neumeyer (r)	R. Neumeyer (t-mo) Jean Weaver		Al Fowell (c) Kay Warner (L)
Mansfield	News-Journal	G. J. Kochenderfer		Mrs. J. Williams Marrianne Springer			Frances Genaley	John Schroeder Robt. Flohr (r)	Mrs. J. Williams (t-mo)		J. W. Graham (c) Mrs. M. Mattox (L) J. M. Clarke (p)
Marietta	Times	F. B. McKinney					Jane B. McKinney	Abe Smith Jane B. McKinney (r)			W. P. McKinney (c-p)
Marion	Star	H. S. Elliott					Edna S. Dutton	John R. Elliott Robt. W. Byrd Clark Wideman	Hallie E. Houck (t-mo)		
Massillon	Independent	F. Becker	C. E. Chidester				Elizabeth M. Koons Marie Kreiger	K. C. DeLong F. Becker (r)	Marie Kreiger		J. C. Persell (c) K. C. DeLong (p)
Mount Vernon	News	J. E. Devalon	Fred Lorey Ralph Harris			J. E. Devalon (f-e)	Josephine Lee	J. E. Devalon (au-av-r)	Fred Lorey (t-mo-mu)	Fred Lorey (b-a) J. E. Devalon	G. T. Culbertson (p)
Newark	Advocate & American Tribune	Ema Spencer		Ema Spencer	Paul C. Fulks		Hazel Kirk	F. W. Spencer	Hazel Kirk (t-mo-mu)		W. R. Pickering (e) Irene Cosgrove (L) J. D. Spencer (p)
New Lexington	News			William Miller							R. W. Griffith (p)
Norwalk	Reflector-Herald	R. C. Snyder	Dudley A. White	Snyder. White			W. Audine Snyder				
Piqua	Call	C. F. Ridenour		Lola Hill		C. F. Ridenour	Lola Hill		Lola Hill (mo)		Paul W. Stiles (c-p)
Portsmouth	Times						Margaret Sauter	W. B. Lamble (au-r)	Nancy Grimes (t-mo)	Nancy Grimes	
Ravenna	Record						Mrs. Leona Shafer	L. C. Troyer (r)			Doris G. Morton (c) Bill E. Langell (p)
St. Marys	Leader	A. C. Buss	H. M. Blair	A. C. Buss H. M. Blair		Kathryn Geiger (s)	Kathryn Geiger	Kathryn Geiger (au-av-r)	Kathryn Geiger (t-mo-mu)	Kathryn Geiger (b-a-t)	H. M. Blair (c-p)
Sandusky	News	David Gibson					Maxine Young Mrs. Edna John	Jane Maiden (r)			Ben J. Alf (c-p)
	Register & Star Journal	P. S. Seilberger					Martha Walrath (reg) Jean Thomas (Star-J)				John D. Mack (c)
Sidney	News						Mildred Cronley Sally Amos	Dorothy Waddell (r)	Margaret Graham (mo)		Catherine Maurer (L)
Tiffin	Advertiser-Tribune	J. H. Thompson					Myra Burkett	Arnold Whalen (r)			E. T. Rodgers (c) Ivan Hesson (p)
Toledo	Blade		Frank M. Warwick Lucas J. Beesher W. E. Hall	W. T. DeWolfe		Howard Youngs	Mrs. Helen Foote Graham Helen Murphy	Earl C. Grebe (av) Richard Pheatt	Mitchell Woodbury (t-mo)		Helen Lee (L)
Toronto	Tribune										Fern Richmond (c-p)
Troy	News	A. C. McClung		W. J. Miller C. E. Mattocks			Blanche McCann				A. C. McClung (c)
Urbana	Citizen						Mrs. Kathryn Houk Laura Germann				Harry Algire (p)
Van Wert	Times-Bulletin										
Washington C. H.	Record-Herald	Forest F. Tipton Howard Harper	Forest F. Tipton			B. E. Kelly	Nelle Crook	Donald Easter (au-av) Christine Switzer	Nelle Crook (t-mo-mu)	B. E. Kelly (b-t)	Vivian Garringer (c) Frank Ellis (p)
Wilmington	News-Journal	W. J. Galvin		Thurman Miller			Ruthanna McCoy				Wayne W. Galvin (e)
Wooster	Record	A. R. Williams	E. H. Hauenstein				Elizabeth Hail				GertrudeJolliff (e) Ruth Flory (L) J. A. Flood (p)
Xania	Gazette			P. W. Frame Mildred Mason			Mildred Mason	Mildred Mason (r)			
Zanesville	Times Signal, Times-Recorder & Signal	C. E. Granger Clair Stebbins		Earl Brannon		John Durbin (s)	Marie Annette Littick (m) Clare Herbert (e) Isabel Patterson (S)	Chas. Benta John Durbin Alan Gonder	Earl Brannon	O. B. Littick	H. C. Mercer (c) C. L. Sink (p)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

OKLAHOMA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Ada	News			Eugene White			Helen Moreland				Loma Agnew (c)
Anadarko	News	Joe W. McBride		John A. Penn			Ina Faye Rutherford			Joe W. McBride	J. Hugh Biles (p) Joe W. McBride (c) James C. Nance, Jr. (p)
Ardmore	Ardmoreite	J. H. Snyder		Sam Blackburn			Mrs. E. Rockett				Ernst Riesen (c)
Bartlesville	Examiner & Enterprise	N. D. Welty	Newell G. Welty	N. D. Welty Newell G. Welty		Donald R. Welty (s)	Meda Smith F. Townsend Mabel Brown			N. G. Welty	Donald R. Welty (c-p) Phil McMullen (c) Ted Tetirick (p)
Blackwell	Journal										
Claremore	Messenger	J. E. Hammett, ed.		J. E. Hammett							
Cushing	Citizen			Mrs. O. H. Lachenmeyer			Sue Allen				W. Morley (c)
Duncan	Banner	B. L. Abernethy		Joe Paul			Mrs. Maurine McLaughlin				Stanton Bretschneider (c)
Elk City	News	Cullen Johnson		Paul R. Wade Cullen Johnson		Cullen Johnson	Catherine O'Hara				C. A. Ryan (c)) Wade O'Neal (p)
Guymon	Panhandle Herald	Tom Dalhausen					Helen Stice				A. C. De Wolfe(c) R. N. Andrus (p)
Mangum	Star	Gene Swank		Carroll Elliott			Louise Swank				Gene Swank (p) Mrs. T. Tully
Okemah	Leader	Quinton Griffith		Quinton Griffith			Dorothy Nelson				W. G. Strong (p)
Oklahoma City	Oklahoman & Times	Luther Harrison (m) R. G. Miller (e)	Elmer T. Peterson	Edith Johnson W. M. Harrison Harold L. Mueller	Chas. Werner	Geo. Coffelt	Benj. M. Turner	Benj. F. Turner (av)	Bruce Palmer (t-mo) Clyde Neibarger	K. C. Kaufman Nan Sheets	Asa Schenck (b) J. H. McKiddy (L) J. I. Meyerson(p)
Pawhuska	Journal Capital	Rowland Blanc				W. J. McGiffin (s)	Georgie Ferguson			R. Blanc	Mrs. L. Evans (c) R. Blanc (p)
Perry	Journal	W. K. Leatherock		Jack Laughlin W. K. Leatherock		W. K. Leatherock (s)	Mrs. W. Kirchner	W. A. Leatherock (r)		W. K. Leatherock	H. H. DeLasmutt (c)
Ponca City	News	Clyde E. Muchmore					Alice Pye	M. R. Cracraft	Ruth Robinson (mo)		E. J. Baker (c)
Sapulpa	Gerald	Richard Caldwell					Faye Reece Dunlop	Ted Olson	Ted Olson (mo)		
Seminole	Producer	Jas. T. Jackson John Clevidence		John Clevidence			Polly Trindle	Ted Clifford	Ted Clifford (t-mo) Polly Trindle		T. N. Smissen (c) Morgan Powell (L) E. F. Gilliland (p)
Sulphur	News						Mary Lee Gillaspie				
Tulsa	Tribune	Richard Lloyd Jones	Amy Comstock Jenkin L. Jones	Roger V. Devlin A. M. Rowley		E. J. Murray	M. P. Perry Florence Lee Nichols	Walter Cox E. J. Murray (r)	Mary Kimbrough (t-mu)	Amy Comstock	R. R. Rhine (c) Virgil Currey (L) John Gaser (p)
	World	Marshall L. Smith		Otis Lorton R. P. Matthews Mather Eakes, Jr. Miriam Parrish Harry La Ferte B. A. Bridgewater	Clarence Allen	Walter Ahlum Paul Hedrick (s)	Miriam Parrish Mary Bridgewater	Walter Ahlum Mather Eakes, Jr. Harry La Ferte	Mary Bridgewater (t-mu) Harry La Ferte	Elizabeth Hughes Maurice De Vinna	O. E. Millia (c) Lucille Burns (L)
Wewoka	Times-Democrat	Robt. V. Peterson		Jue Miller		Fred O'Donnell	Elaine Williams	John Trimble E. M. Sellers (r)		Robt. V. Peterson	Rena Adams (c)
Woodward	Press	William Frye					Irene Gay	William Frye	Irene Gay (t-mo)	William Frye	Mrs. G. C. Lawrence (c) Wm. Frye (p)

OREGON

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Albany	Democrat-Herald	W. C. Eakin	W. L. Jackson R. R. Cronise			R. R. Cronise	Ianthe Smith	R. R. Cronise (au-r) W. C. Eakin	Ianthe Smith (mo-mu)	Charles D. Alexander	Mabel Keebler (c) R. R. Cronise (p)
Bend	Bulletin	Robt. W. Sawyer	H. N. Fowler				Corrine Antrim				H. N. Fowler (c) F. H. Loggan (p)
Corvallis	Gazette-Times	C. E. Ingalls					Merle Hollister				
Eugene	News	Arthur W. Priaulx		Olive Barber			Virginia Hendrickson	Ivan Smith (r)	Ivan Smith (t-mo) Virginia Hendrickson	Vivien Warner	R. A. Bean (c) W. J. Hunt (p)
Grants Pass	Courier	Earle E. Voorhies					Noble Stanton				
Klamath Falls	Herald & News	Frank Jenkins	Malcolm Epley	Frank Jenkins Paul Mallon			Lois Stewart				Phelma Johnson (c)
Marshfield	Coos Bay Times	Sheldon F. Sackett Wm. L. Baker		Wm. L. Baker			Ann Connell	Frank Wiggins (av)	Ann Connell (t-mu)		
Oregon City	Enterprise	Madelon Brodie					Nan Cochran				John McGarry (c)
Pendleton	East Oregonian	E. B. Aldrich	Nolan Skiff	Nolan Skiff Elsie Dickson			Elsie Dickson				L. D. Drake (c-p)
Portland	Oregon Journal	F. T. Humphrey Dean Collins	Marshall N. Dana ed. of edit. pp.		Howard Fisher	H. S. McNutt Sam Ruddon (g-s)	Molly Thompson Elinor Pillsbury	Ernest Peterson Lawrence Gilbertson (av-r)	Harold Hunt (t-mo) S. Smith	Eleanor Mac Millan Elinor Pillsbury Ernest Peterson	Chas. Hogan (c) Llilie Stricker (L) C. L. Braun (p)
	The Oregonian		Philip H. Parrish Ben Hur Lampman R. G. Callvert		Quincy Scott	Leon Basketel Edw. M. Miller (S-ed.)	Gwladys Bowen Amelia Sansom	Lee Bostwick Gerry Weaver Wm. Moyes	Herbert Larson (t-mo) Hilmar Grondahl	Catherine Jones (a) Lawrence Barker	Robt. F. Grants (c) Jessie Williams (L) P. J. McAuley (p)
Roseburg	News-Review	Harris Ellsworth Frank Jenkins					Lotus Knight Porter		Manyard Bell (mo)		E. L. Knapp (c)
Salem	Capital Journal	Geo. Putnam		Don Upjohn			Rovena Eyre	E. A. Brown (au-r)			H. N. Yockey (c)
	Oregon Statesman	Ralph C. Curtis W. A. Sprague		Paul H. Hauser, Jr. R. J. Hendricks Ron Gemmell Maxine Buren			Maxine Buren		Paul H. Hauser, Jr. (t-mo) Maxine Buren		Wendell Willmarth (c)
The Dalles	Chronicle						Frances Doud				E. T. Carswell (p)

PENNSYLVANIA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Aliquippa	Gazette	E. J. Tilton		Dean C. Miller			Jessica Gnarra	Donald O. McCann Richard L. Ampre (r)	Dean C. Miller (t-mo) Richard L. Ampre (t-mo)		Goldie Schwartz (c)
Allentown	Call & Chronicle		Sam. W. Miller	Brit Roth John Kohl Wm. D. Reimert	Bud Tamblyn		Frances Weinshampel (m) Martha Schlotterer (e) Arlene Warmkessel	Albert Bittner Samuel W. Miller	John Y. Kohl (t-mo) Chas. C. Curtis	Fred W. Weiler	Wm. Jobst (c) Pearl Reed (L) S. A. Coffey (c) H. H. Weibel, Jr., (.p)
Altoona	Mirror	Harry L. Johnston		Mrs. Grace K. Ebright			Ruth E. Gleichert				S. A. Coffey (c)
	Tribune				Raymond C. McIntire						Joseph A. Paul (c)
Ambridge	Citizen	P. H. Dougherty Irwin Urling		Marguerite Dougherty Helen Vargon Ruth Shane G. Hubbard Dixon	John Cherchick		Ruth Walter				John W. Reid (c)
Bangor	News	J. Palmer Murphy					Doris J. Menhennitt			D. J. Menhennitt (t-mo)	John L. Murray (p)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

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Bradford	Era	W. L. Ingersoll D. B. Rupley	Tom Gasin	Tom Garin David B. Rupley John W. Nelson, Jr. Marion Allen W. C. Higgins Fred Sica		David B. Rupley (f-s)	Marion Allen	W. E. Eysinger (au-av)	Marion Allen (t-mo) Fred Totten	Tom Garin (b-a) Fred Totten	R. P. Hapgood, Jr. (c-p) Joe Guido (L)
	Herald	D. B. Rupley				D. B. Rupley Ruth Yasgur (s)	Peggy Lindsey	W. E. Eysinger (au-av) Ruth Yasgur	Fred Totten (t-mo-mu)	Fred Totten (b-t-a)	R. P. Hapgood, Jr. (p) M. W. Milleron (L)
	Star & Record	W. L. Ingersoll Tom Miskell		W. C. Higgins. W. L. Ingersoll. Peggy Lindsey Fred R. Sica Frank Kent.		W. L. Ingersoll. M. W. Milliron (s)	Margaret Lindsey	W. E. Eysinger (au-av) Ruth Yasgur	M. W. Milliron (t-mu) Peggy Lindsey	Peggy Lindsey M. W. Milliron (a-t)	R. P. Hapgood, Jr (c-p) M. W. Milliron (L)
Bristol	Courier										
Brownsville	Telegraph	John Matts, Jr.	Ralph Denney	John Matts, Jr. Donn Renn			Genevieve Teasdale	Lewis R. Hays (r)	Lewis W. Hayes (mo)		Genevieve Teasdale (L)
Chester	Times	Chas. R. Long Jas. A. F. Glenney				Edwin N. Hilgert.	Frances S. Campbell			R. Leslie Chrismer	Harry J. Turner (c) Frances S. Campbell (L) Frederick R. Long (p)
Coatesville	Record	C. H. Heintzelman		F. B. Manship			M. E. Price				
Connellsville	Courier		James M. Driscoll					Lynne B. Kincell.			
Corry	Journal	W. P. Lombard A. Colegrove		Dorothy Rickers. W. P. Lombard Richard Paulson			Dorothy Rickers.	W. P. Lombard (r)	Dorothy Rickers. (mu)	Dorothy Rickers.	M. L. Terry (c)
Donora	Herald-American						Margaret P. Gidick				Margaret G. Brown (c)
Easton	Press	Stanley Pink Richard Yahrdes	Roscoe Lawrence	Roscoe Lawrence.	Stewart Lewis Park Bellis		Marguerite Rusk.	Wm. Gorman (r)	Virginia Straub. William Gorman	Royer Semple	Clarence Synder (L) J. F. Austin (p)
Erie	Dispatch-Herald.	A. J. White	J. A. Wurzbach	J. A. Wurzbach Ray Peebles.		Wesley Driscoll. J. R. Babe, Jr.(s)	Jeannette Battell. C. B. Hollinger	Vincent White (au-r)	J. A. Wurzbach (t-mo-mu)	Paul Albracht (t)	G. J. O'Hern (c) Margaret Haughney (L)
	Times			Jay James		Frank J. Mead	"Hy" Yaple Mary McKee	Don Hayes Howard Parsons (r)	John J. Mead, Jr. Howard Parsons W. Pfeffer		Karl Sprickman (c)
Greenville	Record-Argus	John L. Morrison.		John L. Morrison.			Martha Rupert				Melvin A. Blair (p)
Hanover	Sun						Hugh B. Hostetter	E. H. Wallace (r)	H. B. Hostetter	T. Y. Cooper H. B. Hostetter (t)	
Harrisburg	Patriot & News	Dean Hoffman				V. H. Berghaus, Jr. (g)	Dorothy Pish(m) Mrs. Robt. H. Millar	Karle E. Peters			B. F. Lantz (c)
	Telegraph	Bion C. Welker. A. Boyd Hamilton	A. B. Hamilton	Paul Walker L. Noble Frank Wellington G. Jones	Ray Snow		Mrs. W. Harris. Elizabeth Devine	C. Edmund Fisher (r)	Paul Walker (t-mo)		
Jeannette	News-Dispatch	C. M. Bomberger.		C. M. Bomberger.			Anne Doberneck.				C. F. Doberneck (c)
Kane	Republican	G. Scott Smith		Graydon F. Smart			Jean McCluskey.				M. M. Fessenden (c)
Kittanning	Simpson's Leader-Times					Corbin W. Wyant.	Mary Stewart	Wayne B. Owen (au-av-r)			Frank M. Shubert (c) C. F. Lindberg (p)
Lansford	Record	E. T. Gildea	Russel Thomas James J. Purcy								Richard Brimble (c) V. T. Dougherty (p)
Lebanon	News-Times					R. J. Schropp					R. J. Schropp (c) John K. R. Schropp (p)
Lehighton	Leader			Les G. Carpenter.							
Lock Haven	Express						Martha F. Zeigler.	F. D. O'Reilly, Jr. (au-av)			
McKeesport	News		W. D. Mansfield, Jr.		John Hun	David M. Parker	Eleanor Kratzer	Dorothy Lyons (r)			Robt. J. Kurtz (c) Janet Saunders (L)
Meadville	Tribune-Republican	Robt. S. Bates					Grace Dee Thomas				
New Castle	News	Geo. W. Conway, City ed. Fred L. Rentz, man. ed.									
Norristown	Times Herald	Walter A. Wilson, Frederick S. Fox..	Walter A. Wilson Frederick S. Fox.		Felix McCarthy.	Walter J. Robinson Dick Dean (s)	Theresa Collins..	Dick Dean (au-av) Ethel Rambo	Suzanne S. Fisher (t-mo) Theresa Collins	Frederick S. Fox.. Theresa Collins Wilmer D. Cressman, Jr.	Walter J. Robinson (c) Frederick S. Fox (L) W. A. Wilson (p)
Oil City	Blizzard	Richard H. Amberg	Chas. F. Stuart	Harris Breth Joseph Szafran		Walter H. Meals	Mrs. Yolande Humphrey	Norman J. Payne. Walter H. Meals (av-r)	Richard H. Amberg (mo)		Edw. C. Fox (c) Walter H. Meals (L) Wm. J. Ahrens Jr. (p)
	Derrick	John O'Donnell..	P. M. Young	J. A. Rich	Earl Nichols	J. P. O'Donnell.	Betty Jane Allen.	Roy Brower (au-av) E. P. Boyle	E. P. Boyle (t-mo) John O'Donnell	J. P. O'Donnell... A. C. MacIntyre H. L. Schultheis	T. J. Moran (c) P. M. Young (L) R. W. Rhoades (p)
Philadelphia	Inquirer	Paul McC. Warner Robt. W. Jones Harold T. Wiegand G. Hurst Paul		John M. Cummings Girard	Hugh Hutton Emilo Angelo	Raynolds C. Moorhead Emile Gauvreau Frank Rosen	Mary D. Scholl... Mary Padgett	Frank Rosen (r)	Linton Martin (t-mu) Mildred Martin	Alex. Kendrick... C. H. Bonte	Paul Foster (L) Harry Casey (p)
	News	Lee Ellmaker Jeff Keen Bob Vale		Bob Paul Lanse McCurley E. Mallowan Jeff Keen Bob Vale	Mark Mendelsohn		Virginia Fairfield	W. K. Wilson Raymond Gathrid (r)	Jeff Keen (t-mo)	Gene Meyers	G. E. Nelson (c)
	Eve. Public Ledger	Geo. F. Kearney. Ellis Porter Paul Furman		Don Rose	Charles H. Sykes	Francis Lee Geo. A. Henhoeffer (s)	Anna M. McCabe Ruth Howell	Geo. Opp (r)	Henry T. Murdock (t-mo) Samuel L. Laciar		Thomas E. Kraemer (c) Heaton Shoemaker (L)
	Record	Arthur Pierce Max Ways	Harry T. Saylor, ed. Wm. F. Hawkes, man. ed. Aubrey L. Clarks, asst. man. ed. Stanley R. Cryer, night ed. Alex. R. Griffin, city ed. Fred. E. Shapiro, day city ed. Edw. J. Hunter, night city ed.	Charles Fisher Gilbert Manuel Babbitt	Jerry Doyle Len Warren	J. Paul Wilson. E. B. Maguire (s)	Judith Jennings.. Eleanor Pollock	Frank McDevitt (au-av) George M. Lilley	Edwin H. Schloss (t-mu) Elsie Finn	Louis Messolonghites Dorothy Grafley A. Earl Hera	Paul Heston (c) Mrs. C. S. Faltermayer (L) Bernard A. Bergman (p)
Pittsburgh	Post-Gazette	W. T. Martin		Harvey Boyle Darrell Martin Charles Danver	C. C. Hungerford..	Arthur Frieman Osborne Bond (s)	Mrs. Anna Ryan Lesh Frances Walker	Darrell Martin (r)	Harold Cohen (t-mo) D. S. Steinfirst	Lee Berry Mrs. Jeanette Jena Maurice Sullivan	Walter Burson (c) Mrs. Margaret Donley (L) J. C. Dubin (p)
	Press	Guy Miller			Ralph Reichold..	Dale McFeatters Wm. White Walter Swiatek	Adele Moyer Wm. White	H. P. Connable.. Henry Ward Si Steinhauser	Kaspar Monahan (t-mo) Ralph Lewando	Wm. White Douglas Naylor John Fisher	John Dyer (c) Elsa Mansmann (L) J. D. Paulus (p)
	Sun-Telegraph	Max Henrici	Dwight H. Fee			J. P. Egan P. B. Digby (s)	Marion Leslie	Frank Grunagle.. Zora D. Unkovich (r)	Karl Krug Wm J. Lewin J. Fred Lissfelt	Dorothy Kantner (a)	Wm. H. Eichenberg (c) Ethel Lundstrom (L) Dan Edwards (p

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA—Continued

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Pottsville	Journal	H. I. Silliman	D. E. Yocum				Helen Lampkin	Jas. Shelhamer (r)	H. E. Hobbs (t-mo)	Daniel Bergen	
Pottstown	Mercury			W. F. Achatz Al Willey		Shandy Hill (s)	Dorothy Ehly	Ernest Rhinehart William F. Achatz Paul Lucas	Shandy Hill (t-mo) Carl Koppenhaver	Shandy Hill	Geo. Galamba (L)
Reading	Eagle					John Everline (s)	Kathryn Y. Ancona Miriam Stryker	Ron Sercombe Nick Moser	Mathew Romanski (mo) Caselyn Albright		Nath. Gring (L) Arthur Stouffer (p)
	Times	Abe Hurwitz		E. M. Schoffstall	Roy Gensler	W. Erle Homan Louis Schlosberg (s)	Frances Hamel	Clyde S. Kline Jack Kauffman Louis Schlosberg	E. M. Schoffstall (t-mo-mu)	Abe Hurwitz E. M. Schoffstall	C. E. Rhoads (c) H. David Berlin (p)
Scranton	Scrantonian		Thomas F. Ronnors		Joseph Fadden		Elizabeth Reynolds		Dr. O. E. Jones (Su)		Herman Bassoff (c) J. E. Kern (L)
	Times	E. J. Lynett W. R. Lynett	Thos. Murphy C. Fred Henne	E. J. Gerrity	James Walsh	A. J. O'Malley	Jeanette Reese Emily Wilcox	E. J. Ruddy A. J. O'Malley (r)			W. T. Cullen (c) Arthur Gooden (L) H. E. Bradley (p)
	Tribune		Thomas Connors		Joseph Fadden		Elizabeth Reynolds		Dr. O. E. Jones (mu)		Herman Bassoff (c) J. E. Kern (L)
Shamokin	News-Dispatch	Joseph Agor	H. O. Siglin Joseph Agor								R. E. Malick (c) J. Monroe Beyer (p)
Sharon	Herald				Jack Bryan		Sara McDowell	Charles Porter (r)			W. B. McDowell (c)
Shenandoah	Herald			Phillip L. Cameron Wm. C. Witt Thomas F. Martin							K. A. Hoffman (c) C. Emory Straughn (L)
Somerset	American	Henry B. Reiley					Mary Black				C. E. Stoneback (p)
State College & Bellefonte	Centre Daily Times			A. R. Warnock L. S. Rhodes				S. A. Hoffman (av-r)	Margaret T. Riley (t-mo) Helen Farris	W. L. Werner	R. W. McHale (c Jack Yeager (p)
Stroudsburg	Record	Wm. P. Deering	Horace G. Heller	Eleanore George			Madelyn Hanna	L. H. Cross E. L. Altemose (r)			V. P. Tebbs (c)
Sunbury	Item	Harry H. Haddon	T. LaVerne Roberts				F. G. Burrows	James Trevitt B. A. Beck (r)			B. A. Beck (a) F. J. Byrod (p)
Tarentum	Valley News	G. D. Stuart C. P. Howe		Frieda Dudt C. B. Schwartz	G. Barr	Don Wright (s)	Marguerite Beaver-Bush	Geo. N. Scheid H. H Harrison (r)	Marie Blom (t-mu) Julia Rishel	Hilda Larson Frieda Dudt R. R. Stuart	J. Rishel (c) Edna Stuart (L) Chas. P. How (p)
Warren	Times-Mirror		Ed C. Lowry El Hildum	Bill Rice			Lila Schuler				Mrs. E. R. Allen (p)
Washington	Observer & Reporter	John L. Stewart	J. Clarence Day (m) Minor H. Day (e)				Mary Vance (e)				
Waynesboro	Record Herald						Mary E. Weagly				
West Chester	Local News	E. L. McKinstry H. L. Brinton				A. Wayne Elliott (s)	Jeannette Short				C. J. Miles (c-p)
Wilkes-Barre	Times-Leader	W. E. Woodruff J. J. McSweeney		Dennis M. Crolly Kay Dangerfield			Mrs. G. C. Thomas Ruth Hourigan	H. H. Smith	W. E. Woodruff (t-mu)		Carolyn Hourigan (c) H. H. Smith (p)

RHODE ISLAND

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Met. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Newport	Herald News	H. S. Wheeler					E. E. Jamail	C. T. Holman, Jr)	F. T. Peckham, Jr. C. T. Holman, Jr. H. B. Wood (mu)	F. J. Gyra, Jr. (a)	
Pawtucket	Times	Daniel Lawlor									I. R. Van Aurmen (c)
West Warwick	Times	Daniel T. Burns	Irving P. Hudson Wilton P. Hudson	Mathias P. Harpin Eugene F. Lemoine		Daniel T. Burns Wilton P. Hudson (s)	Wilton P. Hudson	Wilton P. Hudson (au-av-r)	Wilton P. Hudson (t-mo-mu)	Wilton P. Hudson (b-a-t)	Daniel T. Burns (c-p) Thirza H. Hudson (L)
Woonsocket	Call	Arthur H. Crowell		Gregory C. Greene	Art Brewster	Arthur H. Crowell (f-s)	Aileen M. Kelley	P. F. Fitzgerald Paul L. Smith Gregory C. Greene	Aileen M. Kelley (t-mo-mu)	Buell W. Hudson (b-t)	Buell W. Hudson (c-p) Arthur Laforce (L)

SOUTH CAROLINA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Met. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Anderson	Independent-Tribune & Mail	L. S. Hembree (m) J. B. Hall (e)	J. E. Wigington (m) Dr. R. F. Kirkpatrick (e)	T. F. Acker Red Camp J. B. Hall		J. E. Wigington (s)	Beth Ann Wiles Carrie McC. Patrick	Herbert Hall Jim Blessing G. Paul Browne	Lucille Acker (t-mo)	Elizabeth Ann Potts Sue Rochester Caroline Cromer	B. Palmer (c) Caroline Cromer (L)
Columbia	Record			Brim Rykard Banjo Smith Dinky Williams		Caldwell Withers	Lucy Lewis Caldwell Withers	Caldwell Withers (au-r)	Henry Cauthen (t-mu)		J. D. McCoy (p) J. J. Marshall (c) N. E. Brown (p)
Greenwood	Index-Journal	H. L. Watson E. P. Wideman		Dr. R. C. Long Dr. R. O. Lawton			Margaret Bailey				Arthur Lee (c)
Spartanburg	Herald & Journal & Herald-Journal	P. H. Fike (e) J. F. Crook (m)					Mrs. Mary H. Phifer (m) Hattie Boyd (e)				Max Bridges (c)
Sumter	Item	H. D. Osteen H. G. Osteen		J. K. Breedin Dr. Sophia Brunson			Mrs. Marion Zemp				R. W. Beaty (c) J. F. Browne (p)
Union	Times						Mrs. Mary R. Feaster				

SOUTH DAKOTA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Met. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Aberdeen	American-News	J. A. Bailey E. J. Carrigan		J. A. Bailey E. C. Wingard F. C. Patten			Nancy Rozendahl	Fred C. Stellner	F. C. Patten (t-mo)	F. C. Patten	
Hot Springs	Star	C. J. Twomey									
Mitchell	Republic	W. R. Ronald M. B. Ronald					Maxine Herzog	M. B. Ronald (av)			W. R. Ronald (c-p)
Pierre	Capital Journal							James B. Hipple (r)	James B. Hipple (mo)		
Sioux Falls	Argus-Leader	Fred C. Christopherson	J. A. Derome	W. A. Simmons Gabe Caffrey		Tom Moore	Nettie B. Cardin	D. T. Kieffer T. L. Ramsey	W. A. Simmons (t-mo) Lois Thrasher	J. A. Derome	A. A. Roester (c) E. J. Kahler (p)
Yankton	Press & Dakotan			W. C. Lusk		Fred Monfore	Ida M. Rees	Fred Monfore			E. Petersen (c-p)

TENNESSEE

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Met. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Athens	Post-Athenian						Rena Martin		Elizabeth Browder (mu)		
Chatham	News	Geo. Fort Milton Alf. D. Mynders			Thos. Eubanks	F. Schneider, Jr Chas. West, Jr. (s)	Vivian E. Brown	Nellie Kenyon (av)			S. O. Pope (c)
Chattanooga	Times	Hunt Clement, Jr.		Rufus Terral			Nellie Wise Turner Jessie E. Turner	Ben Seessel Jas. G. Sibley Thomas Brahan	Thos. Braban (t-mo) Harry W. Hickey	Gilbert E. Govan	Jas. M. Adams (c
Columbia	Herald	J. W. Finney		R. M. Jenrette W. D. Hastings			Mrs. Eve Ellis Lowe				
Dyersburg	State Gazette	Russell M. D. Bruce					Mrs. Benwah Sparkes				
Jackson	Sun	Harris Brown			Addison Johnston	James Elliott	Mrs. A. B. Dancy	Leslie Brooks (r)	Guy Windrom (t-mo-mu)	Mrs. Seale Johnson	A. B. Robinson (c)
Johnson City	Press & Chronicle	J. Ulysses Walsh W. L. Hicklin					Martha Mahoney Lucia Burbage				C. F. Callaway (a)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

TENNESSEE—Continued

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Knoxville	News-Sentinel			L. W. Miller Lucy Templeton Bert Vincent	Bill Dyer		Catherine H. Foster	Richard D. Golden (r)	Lucy Templeton (mo)	Lucy Templeton	Jas. W. Howe (c) Gertrude Penland (L) Frank E. Fiske (p)
Memphis	Commercial Appeal	W. C. Teague Jack Carley		George Morris Harry Martin Walter Stewart T. H. Alexander	Jack Knox	Geo. Williamson Robert Talley S. L. Kahn	Martha Shaeffer Ida Clemens	A. C. Bailey Robt. Gray (r)	Harry Martin (t-mo) Ben S. Parker, Jr.	Jennie B. Gardner (b-a) S. L. Kahn	R. B. DeWese (c) Mrs. K. Sue Drew (L) Early Maxwell (p)
	Press-Scimitar	Ralph Millett	Lee Hills	Eldon Roark		Earl Plowman	Mrs. Mary Raymond Luter Southworth	P. D. Martineau Mervin Rosenbush Ada Gilkey	Robert Johnson (t-mo)		A. H. D. Perkins (c) Betty Cate (L) Kenneth Moffett (p)
Murfreesboro	News-Journal	Dixon Merritt		Dixon Merritt			Mrs. Mary Nelle Morris		Ethel Womack (mu)	Ethel Womack	Mary Hooper (c)
Nashville	Tennessean	Henry Evans, Jr.		Ralph Perry Harvey Griffith			Katherine Witherspoon Marion Dresner	Jas. Wharton (av) Warner Ray	Henry Evans, Jr. Marion Dresner Sarah Washington		R. B. Moseley (c) William O. Stratton (p)
Union City	Messenger	C. B. Dement					Mrs. Geo. Dahnke				

TEXAS

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Abilene	Reporter-News						Mrs. Len Faucett		C. M. Ellis (mo)		Manly Hanks (c)
Amarillo	Globe News	Wesley S. Izzard		Gene A. Howe Wm. Wilson		N. D. Bartlett	Evelyn Boyd	Richard Martin (av) Wesley Izzard	Wm. Wilson (t-mo)		G. W. Camp (c) Mason King (p)
	Times	Larry L. Sisk		Pat Flynn			Jeanne Suits	Bill Tanner (r)	Kit T. Kay (t-mo) Jeanne Suits		Zed Doshier, Jr. (c)
Austin	American & Statesman	R. O. Zollinger Raymond Brooks		Chas. E. Green Gordon Fulcher	M. A. Dunning		Mrs. M. C. Cook (m) Margaret Pressnall (e)	Geo. T. Atkins Wm. J. Weeg (r)	Ruth Lewis (t-mo)	Chas. E. Green	Joe Jacks (c) Geo. T. Atkins (p)
Childress	Index						Sue Vinson				Frank Hatt (p)
Commerce	Journal	Sterling Hart	John Hart	John Hart	Jack Hickerson	Chas. Myers (s)	Blanche Hart Tillie Hart	Staley McBrayer Herbert Chapman Roy Clark	Jack Hickerson (t-mo) La Douska Hart	LaDouska Hart (b-a) Francis Hart	S. P. Hart (c) John Myers (L) Staley McBrayer (p)
Corpus Christi	Caller-Times			Bob McCracken			Eva Beth Sellers				H. G. Cron (c) James Skinner (p)
	Chronicle	Gabe Garrett Wm. J. Light	Lillith Loraine	Gabe Garrett Wm. J. Light		Wm. J. Light		Wm. J. Light (au-av-r)	Wm. J. Light (t-mo-mu)	Wm. J. Light (b-a-t)	Mrs. Gabe Garrett (c) Wm. J. Light (L) Gabe Garrett (p)
Corsicana	Sun		Paul Moore Charlton Gunter John Bunch				Mrs. Scott Bagby				Dave Levy (c) Guy Bunch (p)
Dallas	Journal	Lewis W. Bailey		Edmond M. Barr Rose Frank Alena Duff James	Jack Patton	W. A. Payne	Ruby Clayton McKee Rose Frank	Beale H. Richardson Gordon Brown Terrence Walsh	Joe Linz (t-mo) Margaret Cahn (mo) Ruth Carlton	Lewis W. Bailey Rose Frank (t)	S. Horace Pool (c) Bertha Miranda (L) Forest Kyle (p)
	Times Herald	B. C. Jefferson		James Lovell Jere Hayes Louis Cox	Charles Cates		Martha Austin	Douglas Hawley (r)	James Lovell (t-mo)	Eugene Key	
Del Rio	News-Herald						Ima Jo Fleetwood				Louis F. Leuring (p)
Eastland	Telegram			E. Hinrichs			Bessie Taylor	E. Hinrichs (au-av-r)	E. Hinrichs (t-mo-mu)	E. Hinrichs (b-a-t)	E. Hinrichs (c-p)
Edinburg	Valley Review						Mrs. Verne A. Mahaffey			Helen Spark	
El Paso	El Continental	Alberto Gonzales					Enriquetta Gutierrez	Lester Green			Glenn F. Nichols (c-p)
Fort Worth	Press			Pop Boone Edith A. Guedry Jack Gordon			Edith A. Guedry	George Carter	Jack Gordon (t-mo)	Claude L. Douglas	W. H. Boone (c)
	Star-Telegram	Charles Benson, chief Chas. Harris (m) N. A. Stedman (e)			Hal Coffman	Upshur Vincent Herbert D. Schulz	Mary Sears (m) Katherine Howard (e) Robert Randol	Geo. Addington Bill Potts (av-r)	Bess Stephenson (mo-t) (m) Katherine Howard (t-mo) (e) E. Clyde Whitlock	Charles Benson Ida Belle Hicks	G. E. Vance (c) Henry Wilson (L)
Galveston	News & Tribune	E. L. Wall (m) G. A. Seel (e)	R. A. Nesbitt (e)	Silas B. Ragsdale (m) G. A. Seel (e)			Virginia Nixon (m) Mary Lucille Kuhn (m) Mary E. Matzke (e)			Stanley E. Babb (m) G. A. Seel (e) (b)	
Gladewater	Times-Tribune	Barnes H. Broiles	Tommie Randolph, city ed.				Mrs. B. H. Broiles				
Gonzales	Inquirer						Anna Beth Morris				
Goose Creek	Sun	W. L. Pendergraft					Elizabeth Zierlein		E. Zierlein (mo)		Robt. Matherne (c-p)
Greenville	Banner	Herman Scott	Paul E. Horton, man. ed.				Maurine Currin Ollie Coon			Maurine Currin	Pat McMeans (p)
Harlington	Valley Morning Star			Van R. Wiggins Jack Rutledge E. C. Osborn			Minnie Gilbert				B. I. Martin (c)
ouston	Chronicle	Harold Pyle			Ferman Martin	L. C. Talmage H. M. Sheppard	Mrs. Belle Costello	F. S. Willbur (av) Mildred Stockard	Mildred Stockard (t-mo) Mrs. Cora McRae	Mrs. Eleanor Wakefield Mrs. Cora McRae	M. C. Lanier (c) H. M. Sheppard (L) Barry Urdang (p)
	Post	H. L. Millis	M. H. Jacobs	Judd Mortimer Lewis	W. B. Saylor	R. S. Tevis	Dorothy Trone Mrs. Velma Soule	M. S. Dreyling Mrs. Burch Lee Lois Cain	Hubert Roussel (t-mo-mu)	Lila Danforth Madonna Todd	Roy E. Johnson (c) Allen G. Pike (p)
	Press			C. V. Little Bud Myers M. E. Foster	Sidney Van Ulm Francis Miller	Rivers Reaves	Grace Calvin Kathryn Moore	Tony Triolo (au-r) Bud Myers	Paul Hochuli (t-mo) Edith Carleton	Ione Kirkham	Ralph Johnson (c) Geo. McClelland (L) Budd Myers (p)
Jacksonville	Progress	Raymond West	Ed Van Zandt	Raymond West Ed Van Zandt			Mrs. Fredna West				Edwin Davis (p)
Kilgore	News	Calvin Starnes		Mark Robertson			Martha Sue Fraser				
Laredo	Times	William Prescott Allen		Gilbert I. Garretson Herschiel L. Hunt			Mrs. Mabel C. Wail			W. P. Allen	Thornton B. Watson (c)
Lubbock	Avalanche-Journal	Chas. A. Guy H. I. Keifer	C. W. Ratliff Chas. C. Watson	Chas. A. Guy Margaret Turner		R. C. Hankins	Margaret Turner	Collier Parris	Chas. C. Watson (mo)	C. W. Ratliff	Jas. D. Shaw (c) Mrs. C. C. Watson (L) L. B. Smith (p)
Marshall	News Messenger	John Purnell, man. ed.		Spencer Jones Homer Price W. K. Boyd			Rebecca Fortson				J. W. Nichols (c)
M exia	News						Mrs. John Bennett				
Midland	Reporter-Telegram						Kathleen Eiland				J. P. Harrison (c)
Nacogdoches	Sentinel						Wilma Watkins				Stanley Irvine (c)
Odessa	Bulletin	Tony Slaughter	Mrs. W. R. Crownover	Robert Nash	Bill Lokey		Barbara Hagen				Jack Nolan (c) J. T. LaRoque (p)
Palestine	Herald & Press	Lester Hamilton W. M. Hamilton	Franklin Bradford David Botter	Lester Hamilton Franklin Bradford David Botter		Lester Hamilton	Mrs. J. T. Carlisle			W. L. Hamilton	Lamar Hamilton (c) Eugenia Rankin (L)
Pampa	News	Tex DeWeese		Tex DeWeese Archer Fullingim			Johnnie Davis	Harry Hoare (av)	Brownie Emerson (mo)		Horace McBee (c) Tex DeWeese (p)
Paris	News	W. N. Furey		W. N. Furey	Mrs. Lorene Rutherford		Maude Neville	Elisabeth Duvall (au-r)			Reagan Hurt (c) Elisabeth Duvall (p)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

TEXAS—Continued

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Port Arthur	News						Mrs. Grace Foote				
San Antonio	Light	Renwicke Cary		Jeff Davis Frank Brady			Martha Calhoun	Guy Fraim	Sam Woolford (mo)		Marjorie Wilcox (L)
San Benito	Light	Paul Cottrell		Paul Cottrell			Frances E. Holland				W. D. Holland (c)
Sherman	Democrat	J. Newell Johnston Guy Yowell	Ted Bomar		Ted Bomar		Lillian Womack		Ted Bomar (t-mo) Lillian Womack	J. Newell Johnston	J. H. McReynolds (c) Mrs. Edna Powell (L) M. W. Walker(p)
Sweetwater	Reporter	R. M. Cooke	J. O. Tupon	Bob Cooke			Mrs. Ione Perry Rita Weaver				Gladys Redding (c) Tom Graham (p)
Taylor	Press						Florence Holman	E. F. Meier Joe Kreitz Barney Smith	F. W. Buerger (mo) E. F. Meier	Geo. B. Peeler Leon Wright (t)	Florence Holman (c)
Temple	Telegram		W. R. Humphrey, ed. Bill Durham Chambliss Gresham J. R. Palm				Carolyn Malina				C. A. Schulz (c)
Texarkana	Gazette & News	Henry Humphrey					Corinne Thomas (e) Esther Miller(m)				W. E. Hussman (c-p)
Tyler	Telegraph & Courier Times	M. T. Lemons J. F. Donahue H. J. Adair			Sam Nash	Ed Fite	Constance Matula Louise Herring	Carl Wallace (r)	Louise Herring (mo)		Mrs. J. R. Long (c) Geo. Mason (p)
Victoria	Advocate	Chester Evans	E. I. Stahala	E. I. Stahala			Mrs. Karen Moursund				Geo. H. French (c)
Waco	News-Tribune & Times-Herald	Raymond Brooks		Frank Baldwin, Sam Wood, H. H. Tucker			Zaleita Whitaker	Gerard Frasier (r)	Georgia Nowlin Armstrong (mo) Robt. Markham	Sam Wood Robt. Markham	E. D. Craig (c) G. H. Parrick (p)

UTAH

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Brigham	Box Elder News-Journal		S. C. Wixon	Alice Lee Eddy O. G. Linnabary			Nathell H. Call	O. G. Linnabary			Wm. C. Call (p)
Logan	Herald-Journal			Ray Nelson			Ruth Scofield	R. W. Martin	Ray Nelson Ruth Scofield (t)		A. L. Ripplinger (c)
Ogden	Standard-Examiner	Glen Perrins, man. ed.	Frank Francis	Frank Francis	Clyde Chambers	Dan Hitchcock	Alice West Dorothy Porter	Louis Haller Louis A. Skaggs Ethel Clark	Glen Perrins William Smiley Darrell Greenwell	Jarvis Thurston Verla Austad	Delbert Chase (c) Marian Treseder (L)
Provo	Herald						Ethel D. Rambeau				Emil Moore (p)
Salt Lake City	Deseret News	Jas. A. Langton				Dave Robinson	Gladys Hobbs	Lloyd Duffin	Gail Martin	Frank Winn Gail Martin	Dave Ockey (c) Mabelle Harris (L)

VERMONT

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Barre	Times	Dean H. Perry	Lester E. Richwagen	Lester E. Richwagen				Mrs. Agnes Webster (r)		Lester E. Richwagen	A. C. Walker (p)
Bennington	Banner	Frank E. Howe C. J. Kinsley	W. C. Harwood G. D. Johnston	Frank E. Howe		P. C. Howe (s)	Agnes E. Rockwood	Roger W. Tubby Frank E. Howe, 2d G. D. Johnston	Marion Beecher (mo)	Berniece Graham	A. M. Harwood(c) C. J. Kinsley (L) Paul C. Howe (p)
Newport	Express	Wallace H. Gilpin	Frans A. Hunt	B. O. Smith Nettie Kidder			Norma Carder				Frans A. Hunt (c-p) R. C. Hunt (L)

VIRGINIA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Norfolk	Ledger Dispatch & Virginian Pilot		Lenoir Chambers (m) J. A. Leslie, Jr. (e)				Bessie Chamberlaine (m) Virginia Pender (e)	S. H. Leonard C. P. Donnel, Jr. (m) (r) Sandusky Curtis (e) (r)		C. P. Donnel, Jr., (m) Jay Lewis (e)	Geo. P. Church (c) Jas. S. Cunningham (L)
Portsmouth	Star						R. Triplett				
Richmond	News Leader	Dr. Douglas S. Freeman	W. T. Christian Roy C. Fitzgerald H. Hamilton Charles	Isabelle Ziegler R. L. C. Barrett Chas. W. Houston Beverley Britton John Oliver Elizabeth Copeland	LeBaron Coakley Abe Goldman	Earle Lutz Beverley Britton (s)	Kath. Thomason Polly Daffron Miller	F. G. Bogan Howard Dutcher Elizabeth Copeland	Eliza. Copeland (t-mo) Mrs. Channing Ward	Beverley Britton Isabelle Ziegler (t)	D. D. Wells (c) Henrietta Crump (L) James R. McKeldin (p)
	Times-Dispatch		W. S. Meacham	Thos Lomax Hunter Jas. Taylor Robertson Mrs. Carrie S. W. Curry Betty Bly Rhae Talley Chauncey W. Durden	Fred O. Seibel F. X. Reardon John Draper	Cowl Rider	Mrs. Corbin Old Josephine Griffin	Jos. A. Heeke Oswald Moore Bruce Clark	Mrs. Edith Lindeman Calisch (t-mo) Geo. Harris	Mrs. Margaret B. Seward Mrs. Margaret L. Leonard Josephine Griffin	J. L. Stott (c) Murray Stone (L)
Suffolk	News-Herald	W. M. Saunders		Edw. F. Raiford Hubert A. Elliott			Frances Moody				R. A. Harry (c) W. P. Brown, Jr. (p)
Waynesboro	News-Virginian	Louis Spilman		Louis Spilman			Mrs. John Maxwell White			Louis Spilman	J. W. Gentry, Jr. (c)
Winchester	Star	H. F. Byrd, Jr.					John Rhodes				R. S. Fansler (c)

WASHINGTON

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Aberdeen	World	W. A. Rupp	C. J. Glasier			H. J. Wetherby	Primrose Rupp Foelkner	Joe Randich (au-av) Harland Plumb	Harland Plumb (t-mo) P. R. Foelkner Harland Plumb (mu)	Primrose Rupp Foelkner (b-a) Ed. Van Syckle	S. S. Joubert (c) C. J. Glasier (L) Peter Foelkner (p)
Bellingham	Herald	W. C. Carver					Nellie Browne Duff	Ben Sefrit (au-r)	Hal Reeves (t-mo)		C. L. Sefrit (c)
Bremerton	Searchlight	Monte Snow George Thomas	W. L. Jessup James S. Jessup	Jerry Lynch	Will Olson	W. L. Jessup	Jean Rothenberg	William Davis Harold Whitman Jean Rothenberg	Monte Snow (t-mo) Jean Rothenberg	William Davis (b-a) George Thomas	John Jessup (c-p) Vera Pumphrey (L)
	Sun	Julius Guis					Laverne Magill				
Centralia	Chronicle	H. L. Bras	R. W. Edinger	V. B. Noel			Helen Fleischhauer	Joe Saswell		R. W. Edinger	P. I. Bras (c)
Hoquiam	Grays Harbor Washingtonian	Pete Antoncich, city ed.	Russell V. Mack, ed-pub.	Frank Vaille			Doris Large West				Russell V. Mack (c)
Longview	News	J. M. McClelland, Sr. J. M. McClelland, Jr.		D. M. Simonsen	Paul Brillman		Ruth Sweeney	Gordon Quarnstrom Mary White (r)			R. E. Light (c) Mary White (L) R. M. Anderson (p)
Olympia	Olympian	H. M. Lane		H. M. Lane			Jessie Steere	Geo. Penrod			Frank Crewdson (c)
Seattle	Journal of Commerce	M. W. Bean	M. W. Bean	Joe Osier		Ted Crosby		Joe Osier			M. E. Brown (c) N. J. Curran (p)
	Post-Intelligencer	Ed Fussed	Anna Roosevelt Boettiger	Fred Niendorff Leo Lassen Royal Brougham Carlton Fitchett	Fred Marshall D. McKay	Fred Niendorff	Helen Wadleigh Marion Stixrood	John Alston (au-av) Ed Mitchell	Willis Sayre (t-mo-mu) R. D. Holmes	Prof. Edw. Wagenecht Mrs. A. M. Young John Alston	Joe Havel (c) R. D. Holmes (L) Neil MacNeil (p)
	Star						Lillian A. Le Ballister	L. V. Cornfield Roy Ryerson (r)	Gilbert Brown (t-mo) Richard E. Hays (t-mo-mu)		F. W. Webster (c)
	Times	Jas. A. Wood Paul Lovering	James A. Wood Geo. M. Varnell		Sam Groff Stuart Pratt Parker McAllister	Milo Winans Robt. J. Harrison	Dorothy Brandon Virginia Boren	Dudley Brown R. Heilman (r)			B. W. Gaisford (c) R. K. Williamson

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

WASHINGTON—Continued

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Tacoma	Times			E. T. Short Elliott Metcalf Hal S. Nelson			Jean Hudson Jane Mottau	Ha. S. Nelson	Hal. S. Nelson (mo) E. T. Short		(p) L. A. Larson (c)
Vancouver	Columbian	Herbert J. Campbell R. W. Bachman		Al Stump W. P. Campbell		W. P. Campbell (s)	Elena Sbedico	Ewin Rieger (av) Elena Sbedico			Francis Higby (c)
Walla Walla	Union-Bulletin	H. Sherman Mitchel J. G. Kelly		Roland Miller Norman Kelly		H. S. Mitchell (f-s)	Iris Little Myers Adele McEwen	F. G. Mitchell Claude Gray Norman M. Kelly	Roland Miller (t-mo-mu) Norman M. Kelly (t-mo-mu)	Iris Little Myers Norman M. Kelly	F. C. Roecker (c) F. G. Mitchell (p)
Wenatchee	Sun	Sam F. Collins		Ruth Wooton R. Buffum			Mrs. R. A. Wooton				Mr. Beedle (p)
Yakima	Republic & Herald	Paul Neill					Ruth Gahnberg (c) Bonnie J. Wi'cy(m)				Ed Lindberg (c)

WEST VIRGINIA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Clarksburg	Exponent, Telegram & Sunday Exponent-Telegram			Ray W. Garvin (m)			Marie Bish Cain (m) Linda Highland (c)				W. W. Powell, Jr. (c)
Grafton	Sentinel	James F. Holt. J. S. Palmer	James F. Holt.			H. J. Gatrell (f-s).	Mrs. A. P. Swisher	H. J. Gatrell (au-av-r)	H. J. Gatrell (t-mo-mu)	H. J. Gatrell (b-a-t)	H. J. Gatrell (c-p) Mrs. A. P. Swisher (L)
Hinton	News	Otto K. Reuter		Henry Kinney			Margaret Ratliff		Eleanor W. Faulconer (mo)		Otto K. Reuter (c)
Huntington	Herald Advertiser				Irvin Dugan						Carolyn L. Renner (c) Chet Anderson (L)
Keyser	Mineral News-Tribune	W. E. Barger		John W. Barger			Virginia Reese				W. H. Barger (c-p)
Logan	Banner	Kel Holliday, ed.					Mary Scales		Odetta Keyser (mo)	Benj. R. Martin	B. R. Martin, Jr. (p)
Morgantown	Dominion News & Post						Alice Carson (e) Roberta Armstrong (m)				H. C. Minor (c)
Moundsville	Journal	W. L. Mengert		W. L. Mengert			Wanda R. Garrett				
Parkersburg	Sentinel			Marie O'Brien Orpha Cross		John W. Fischer.	Theresa Kivlehan.	Paul Handke (av)			
Welch	News	W. R. Keyser				W. R. Keyser (s).	Mrs. R. C. Farris. Grunie Robinson.	F. B. Pendleton C. H. Hardison (r)		W. R. Keyser Odi Casali (t)	T. M. Drosick (c) Odi Casali (p)
Wheeling	Intelligencer	Thos. O'B. Flynn		Chas. Brooks Smith Calvert Estell		R. T. Beans	Eleanor Adams Zita Pisar	Richard Mason Terry Flynn	R. T. Beans(t-mo) Zita Pisar	Zita Pisar (b-a) Laura Rodewig	Howard Clark (c) Charlotte Blake (L) R. T. Beans (p)

WISCONSIN

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Ashland	Press	John C. Chapple				John B. Chapple.	Clara Elstrom			H. C. Eckman	
Beloit	News	Mason H. Dobson		Harold Hilton Jack Clarke O. B. Anderson			Hariett C. Dawson Marion Sebastian		Mason H. Dobson, Jr. (t-mo)	R. T. Edwards	C. F. Karstaedt (c) Mary McGlanchlin (L)
Eau Claire	Leader Telegram	W. P. Welch	B. J. Nelson				Ruth Woodworth.				
Fond du Lac	Commonwealth Reporter						C. B. Wiley				Ralph Zickert (c) I. Rothbauer (L) A. H. Schroeder (p)
Green Bay	Press-Gazette	Victor I. Minahan					Betty McKelvey				Jos. Horner, Jr. (c)
Janesville	Gazette		Mark H. Knight.				Peg O'Brien				M. F. Madden (c)
La Crosse	Tribune & Leader Press	R. L. Bangsberg, man. ed.	A. M. Brayton				S. McCabe				
Madison	Capital Times	Wm. T. Evjue C. W. Holmburg	Chas. W. Holmburg Harry D. Sage	W. T. Evjue Dolly Madison Sterling Sorenson Aldrie Revell Madge Yohn H. L. Casserly Robt. Fleming		Harry D. Sage	Kathryn Rupp	Cedric Parker Kenneth Schmidt (r)	Sterling Sorenson (t-mo-mu)	Robt. Fleming Sterling Sorenson	E. G. Lockwood (c) Mrs. Elsie Heine (L)
	Wisconsin State Journal	Winter Everett. A. M. Brayton	Winter Everett	Joseph (Roundy) Coughlin Harold E. McClelland Russ Pyre Henry Noel Winter Everett Wm. Dougdna Henry McCormick Betty Cass		Rex Karney	Louise C. Marston Lorna E. Douglass	Harold E. McClelland (au-av) Wm. Dougdna	Wm. L. Dougdna (t-mo-mu)	Roy Matson Wm. L. Dougdna Harold E. McClelland	Vincent Mott (c) Mrs. Helen Curran (L)
Manitowoc	Herald-Times	R. T. Bayne John Reddin					Lucnie Gerl	Alan M. Olde Geo. MacFarlane (r)	Lucille Gerl (t-mu) Geo. MacFarlane		Lorraine Busch (L)
Marinette	Eagle-Star	F. E. Noyes W. C. Janson	Belle C. Noyes	Belle C. Noyes			Jean Pearson			Hazel Laing	Elmer C. Tyron (c)
Marshfield	News-Herald						Katherine Boeckman				
Merrill	Herald	W. B. Chilsen		Jerry Crawley			Carla Foster Bette Chilsen	Jerry Juneau (av)	Carla Foster (t-mo)	Bette Chilsen Carla Foster (t)	Joe A. Chilsen (c-p)
Milwaukee	Journal	J. D. Ferguson W. C. Conrad L. Hoben Douglass Swingett F. W. Luening L. P. Olds	J. D. Ferguson	R. S. Davis G. Palst, Jr. Ione Quinby Griggs	Ross Lewis	G. Palst, Jr. Stanley Kalish	Elizabeth Egeland Aileen Ryan	W. W. Rowland E. Thompson (r)	R. S. Davis (t-mu) Walter Monfried	Dale Wilson Frances Stover Paul Ringler	T. F. McFarland (c) Agnes Petersen (L) C. R. Conlee (p)
	Sentinel	Geo. F. Lounsbury			Frank J. Marasco	Arch Ely	Beulah Donohue Dorothy Parnell	Fred J. Chlupp. Charles Herzog (r)	Irving M. Ransdell Charles Herzog Edward Halline	Gordon Smith (t)	Chas. J. Fink (c) Elizabeth Gerhardt (L) G. Sumner Collins (p)
Racine	Journal-Times	Wm. Reynolds	Wm. Reynolds	Wm. Reynolds	Fred Wellman.	Frank Lovell	Dorothy Lawton	Frank Lovell (av)	Marcelle Mockler. Dorothy Lawton	Grace Starbuck	Jas. Pansch (c) Olive Bassindale (L)
Rhinelander	News	Clifford G. Ferris		George Craig			Myrtle Borchardt				
River Falls	Sentinel	Jas. A. Neill	Ardell E. Neill Gladys Taylor Neill	Clayton Helmer Fred Pechacek		Ken F. Neill	Josephine Johnson				Ken F. Neill (c-p)
Sheboygan	Press				C. Klessig		Selina Imig	E. Zufelt (r)			R. Grimmer (c) Marion Koch (L) H. H. Born (p)
Two Rivers	Reporter						Betty Wavrunck	Thomas Schnorr.			J. M. Barenbaum (c-p) Mary Tadych (L)
Watertown	Times			Clarence Wetter.			Madelon Coogan				
Waukesha	Freeman			Jas. J. Johnston Fred Zuzy			Hazel Bivins				Wm. R. Jaeger (c)
Wisconsin Rapids	Tribune	C. E. Otto					Lorena Paap	Geo. T. Frechette (au-r)			A. E. Peters (c) Lorena Paap (L) Geo. T. Frechette (p)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

WYOMING

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Laramie	Bulletin	E. H. Linford (e)					Virginia Soper		Larry Birleffi		J. A. Dalton (c) W. S. Sopris (p)
Rock Springs	Rocket	D. G. Richardson		H. C. Brock	William Redshaw		Katherine Hartney	Geo. A. Schmidt (au-r)	Walter Hetler		D. G. Richardson (c-p)
Worland	Northern Wyoming News		Robert Johnson	Helen Shoemaker			Helen Shoemaker				

ALASKA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Juneau	Alaska Empire	Mrs. Helen Troy Bender	George Sandborg	Elmer Friend Sybil Godfrey Robert Henning			Sybil Godfrey				Alfred Zenger (c) L. H. Bernard (p)
	Alaska Press						Bessie A. Winn			E. A. Evans	

PRINCIPAL DEPARTMENTAL EDITORS OF CANADIAN DAILY NEWSPAPERS

ALBERTA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Calgary	Albertan	A. C. Ballentine		W. N. Davidson Wilfrid Bennett			Ann Grant		Wm. Campbell		F. A. Holmes (c)
	Herald	R. S. Somerville J. Wodell	Paul Reading, ex. ed.		Stewart Cameron		M. Ferguson		H. D. Surplis (mo) M. Steven	J. Wodell	Z. P. Trotter (L) C. A. Heeney (p)
Edmonton	Bulletin	John Howey		J. S. Cowper Max Freedman		J. Arlidge (s)	Dorothy Howey	S. C. Betts	John Oliver (t-mo-mu)		Thos. Dwan (p)
	Journal	A. Balmer Watt J. Dixon Craig				Norman O'Due	Jessie Potter	Ian MacDonald (av) Gordon McCallum St. Clair Rivers (av)	Freda Fitzpatrick	J. Dixon Craig	T. G. Brown (c) Arthur McIntyre (L)
Lethbridge	Herald	W. A. Buchanan					Betty Bletcher				

BRITISH COLUMBIA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Nelson	News	F. F. Payne					Dorothy Wrotnowski	Hume Lethbridge (r)		F. F. Payne	E. S. Planta (c) Cecil Ramsden (p)
New Westminster	British Columbian	Hon. J. O. Taylor		R. McLennan	R. Rowland		Mrs. C. D. Peele Eileen Purkis		E. Purkis (mu)	R. McLennan	A. McCallam (c) F. Marshall (L)
Trail	Times			Gordon Kelly N. A. McKelvie C. Kennedy Vera Gordon L. C. Way	Glen Lehman		Vera Gordon		Vera Gordon (mu)		Glen Lehman (c) L. C. Way (p)
Vancouver	News-Herald	Geo. Wright J. N. Kelly		Geo. Wright Harold Weir		E. A. Leslie	Mrs. Irene Kent	Jack Bird (r)	Geo. Wright Jack Bird F. J. Arendt	Mrs. H. Brock Smith	H. A. Bell (c) Geo. Wright (L) Joe F. Price (p)
	Province	W. A. McGregor P. C. Rawling		J. Butterfield James Coleman	Jack Boothe	Chas. Shaw Mollie Sapera (s)	Lillouet K. Davidson Mrs. Reta Myers	A. F. Roberts (av) Helen Walls	R. Jamieson (t-mu) S. Keate	K. Mathers	R. L. B. King (c) Gordon T. Southam (p)

MANITOBA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Winnipeg	Free Press	J. W. Dafoe G. V. Ferguson H. B. Guest H. M. Moore D. B. Rogers		Frank Williams Chester Bloom	Arch Dale Ed McNally Maurice McDonald	Frank Avery	Mrs. Pearl L'Ami Mrs. N. Elliott	H. G. Spencer (r) Peter Whittal (r)	Frank Morris (t-mo) L. Scarth	Chas. Clay	P. B. Keffer (c) Inga Thomson (L) J. D. Cameron (p)
	Tribune	R. Patton, chief R. Hooper N. B. Zimmerman J. A. Mackay		V. V. Murray H. Manning	W. Mozel	A. C. Allan	Mrs. R. Patton	A. E. McGinley J. E. Thompson Denny Brown	A. E. McGinley (t-mo) S. R. Maley	N. B. Zimmerman W. J. Phillips	Geo. T. Souch (c) C. Cornell (L)

NEW BRUNSWICK

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Moncton	Times	David Greig									L. Dorman (p)
	Transcript	B. S. Robb		J. E. Belliveau Bill Hutchinson George Parker C. A. Peake Gladys Lundie		B. S. Robb	G. Lundie	Fraser Robb (r)	J. E. Belliveau (t-mo-mu)	J. E. Belliveau (b-a)	G. W. Ayer (c) J. E. Belliveau (L) W. Neal (p)
Saint John	Telegraph-Journal & Evening Times-Globe	F. X. Jennings, chief H. G. Christie					Mrs. F. G. Sancton Mrs. W. C. Fewings				L. C. Rudolf (c) Mrs. W. C. Fewings (L)

NOVA SCOTIA

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Amherst	News			R. M. Ross			Avis Crease				E. M. Strang (c)
Halifax	Herald	E. E. Kelley		Dr. H. L. Stewart L. P. Carten	R. W. Chambers		Frances Harris		James W. Power (mo)		A. D. Weldon (c) Wm. Power (L)
Truro	News	G. E. Herman		Rev. W. H. Rackham W. B. Foster		A. R. Coffin					A. R. Coffin (c) W. B. Foster (p)

ONTARIO

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr.
Chatham	News		R. W. Angus	Art Cartier			Mrs. Mary McCoig				
Galt	Reporter						V. Walker				E. Lee (c) J. E. Salight (p)
Guelph	Mercury	A. M. Macalister					H. Brydon				
Hamilton	Spectator	A. J. Holloway			I. R. Classro	R. C. Hayes	O. M. Carrick	F. J. Brown (r)	N. C. Clarke (t-mo-mu)	E. J. Reynolds	A. G. Muir (c) C. Williams (L)
Kitchener	Record	Herbert J. Helm				Carl B. Schmidt	Lila M. Donley	Fred S. Arnott Douglas Stuebing Beland Honderich	Edward F. Donohue (mu)		Betty McKersie (L) Jos. B. Fehrenbach (p)
Niagara Falls	Review	Jas. M. Cowan	Winnifred M. Stokes	W. Bruce Leslie			Martha Macartney				F. H. Leslie (c)
Ottawa	Citizen	C. A. Bowman	E. W. Harrold	E. W. Harrold		James Bloom Fred James (s)	J. Logan I. Armstrong	W. Pomeroy A. K. Davies A. Christopher	A. Hardy R. M. Martin I. Armstrong	W. J. Hurlow E. W. Harrold F. W. Crabbe	C. A. McConnell (c) C. Hammerstrom (L) F. W. Crabbe (p)
	Le Droit	Charles Gautier	C. L'Heureaux Victor Barrette	Maurice Desjardins	R. Lafalme	M. Lacourciere	R. Pilon Lucienne Renaud	Alfred Verreault Camille Hudon (r)	Victor Barrette (t-mo) Jules Leger	Henri Pouli Gelinas C. A. St. Arnaud	Romeo Query (c) Rudel Tessier (L)
Owen Sound	Sun-Times	D. R. Dobie					Dorothea Deans		Jack Hawken (mo) Dorothea Deans		C J. McTavish (p)
Peterborough	Examiner	A. R. Kennedy		A. R. Kennedy			K. Swain				
St. Catherines	Standard	Harris L. Walsh		Ron Gadsby	Jimmy Allen		Mrs. M. McKay	Ron Gadsby (r)	David J. Williams (t-mu)		

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

ONTARIO—Continued

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr
St. Thomas	Times-Journal	T. Keith M. McDougall	H. Ramsay R. W. Henderson	H. Ramsay L. B. Birdsall		G. Dingman L. B. Birdsall (s)	G. Elliott C. Crozier	M. McDougall L. B. Birdsall H. Agnew	M. McDougall L. B. Birdsall H. Ramsay	H. Ramsay G. Elliott G. Dingman	G. D. Agnew (; C. Crozier (L) E. P. Ray (p)
Sarnia	Canadian Observer	H. M. Hueston		W. G. Hale O. N. Wilson		O. N. Wilson	Mrs. J. Thompson				
Sault Ste Marie	Star	Ross Mackay	Ross Mackay	P. Dubois J. Curran			F. Curran		Mary Curran (mo)		
Stratford	Beacon-Herald	Ross C. Keane		Ed J. Penny		T. J. Dolan	T. B. Macklin	L. W. Gibson (r)	T. B. Macklin Peter Wilson (mu)		A. E. O'Loughlin (c)
Toronto	Globe & Mail	A. A. McIntosh		V. J. McAree Judith Robinson	C. B. Rutherford	W. J. Jeffers D. M. Halliday	Bessie Ferguson Edith Adams	C. C. Jenkins (r)	Roly Young (t-mo)	W. A. Deacon	C. A. Macdonald (treas.) H. B. Crow (p)
	Star	Geo. H. Maitland Wm. R. Plewman	Geo. H. Maitland		Les Callen	Main Johnson	G. M. Brown	G. M. Brown (au-av) James T. Annan	Augustus Bridle (t-mo-mu)	W. L. McGeary	A. F. Barr (L)
	The Star Weekly	Geo. H. Maitland Wm. R. Pewman	Geo. H. Maitland		Les Callen	Main Johnson Thos. J. Wheeler	J. R. Heron	Harry C. Clarke Thos. R. Lee James T. Annan	Augustis Bridle (t-mo-mu)	W. L. McGeary	A. F. Barr (L) Frederick Griffin (p)
	Telegram	R. McEvoy C. B. Pyker	C. H. J. Snider A. W. J. Buckland	A. Kendal D. S. Robertson	Geo. Shields H. Hall	R. P. Webber	Helen Allen	Eric Acland P. T. Cole Jim Hunter	Rose Macdonald Helen Allen Edward Wodson	G. D. Radford (t)	Geo. Moir (c) R. A. Christie (L)
Windsor	Star	Ellison Young W. L. Clark John Marshall A. W. Hamilton		R. M. Harrison W. L. Clark T. R. Brophey Douglas Vaughan	Chas. R. Knight	Howard Pray	Clarice Tapson		R. M. Harrison (t-mo) Clarice Tapson	S. J. A. Mason Hugh McPherson (b) Angus Munro (b)	E. H. Thistlethwaite (c) Ruth Weir (L) C. E. Traunicek (p)

QUEBEC

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr
Montreal	Gazette	Paul E. Bilkey	Wm. Headley Thos. Kydd	L. S. B. Shapiro John Sturdy Harriet Hill	John Collins Stanley Helleur	H. J. Larkin	Irene Cains Rosa L. Shaw	Ian Ogilvie (av) T. A. Archer	T. A. Archer (t-mu) Herbert Whittaker	John Sturdy (b-t) St. George Burgoyne	J. S. Miller (c) John Kidman (L)
	La Patrie	O. Mayrand L. Gray Louis Francoeur J. St. Georges		Mario Duliani	J. Arthur Lemay	J. A. Roy R. O. Boivin	Melle A. Belair Mrs. Farley Mrs. B. Cousineau-Kerr	C. Verdon H. De St. Georges R. Carbonneau	R. O. Boivin (t-mo) D. Laberge (t-mo-mu)	Leon Gray J. A. Loranger (t)	J. N. A. Perrault (c) H. Dufresne (L) O. Louis Bourque (p)
	La Presse	Messrs. J. N. Fauteux, M. Girard			Alberic Bourgeois J. Chadillon	Roger Fontaine E. R. Bertrand	Mlle. G. Roby Mme. L. Hurteau	Jean Vezina Romeo Leblanc (av-r)	Jacques Laroche Roger Champoux Jean Dufresne		Andre Chaput (p)
	LeDevoir	Omer Heroux	Louis Dupire Emile Benoist L. Richer	Lucien Desbiens Alfred Ayotte Paul Sauriol Pierre Vigeant Alexis Gagnon		Al Vaillancourt N. Lafortune (s)	Germaine Bernier	Alfred Ayotte (av) Lucien Desbiens	Lucien Desbiens (t-mu) Maurice Huot (t-mo) Fred Pelletier	Maurice Gagnon Alfred Ayotte L. Desbiens	Nap. Lafortune (c) Louis Robillard (L)
	L'Illustration Nouveille	Gerard Dagenais	Maurice Dubrule	Marc Thibault	Louis Lemarchand	Marcel Laliberte A. Touchette	Jovette Bernier	Albert Massicotte Fernard Bilodeau J. Robitaille	M. Duliani Marc Thibault (mo-mu)	Gerard Dagenais (b-a) Maurice Dubrule	Paul Dorais (c) Gerard Cyr (L)
	Standard				W. I. Cunningham	Len Rountree P. H. Surrey R. Cusack	Mrs. K. Black	E. Gannon (r)	A. W. O'Brien (t-mo) H. P. Bell	P. M. Little (b-t) Robt. Ayre	Jos. Bourdon (p) W. N. Duckworth (c) M. Farrell (p)
Quebec	L'Action Catholique	Eugene L'Heureux Dr. L. P. Roy		Jacques Verreault Gerard Ouellet Calixte Dumas J. T. Perron Miville Deschenes Gerard Picard J. M. Dagnaud Clement Brown Edouard Laurent J. Pelletier M. Arteau J. C. Gagnon J. C. Bherer	L. Lapalme Jean Vernier Armand Marcoux A. Body	Jacques Trepanier E. Castonguay	S. Savary Jeanne Talbot	J. T. Perron (r)	L. P. Roy R. Nadeau Rolland Gingras	E. L'Heureux J. M. Dagneau M. Dussault	M. Robitaille (c) A. Roy (L)
	Le Soleil	Jos. Barnard				Maurice Turgeon	G. Bundock M. Lapointe				
Sherbrooke	La Tribune						Mrs. J. Graham				
Trois Rivieres	Le Nouvelliste	Hector Heroux		Raymond Dube Fernand Gagnon Rosario Blanchet	Marcel Verrette	Onesine Hector Heroux (f) Rosario Blanchet (t) Roland Heroux (g) Raymond Dube	Francoise Godin	Raymond Dube Fernand Gagnon Roland Heroux	Rosario Blanchet Fernand Gagnon Albert Gaucher	Hector Heroux (b-a) Raymond Dube (b)	Hector Heroux (L) Raymond Dube (L) Emile Jean (p)
Three Rivers											

SASKATCHEWAN

City	Name of Paper	Chief and Other Editorial Writers	Associate Editors	Columnists	Cartoonists	Financial Editor Gravure Editor Stamp Editor	Society Editor Women's Page Editor	Automotive Editor Aviation Editor Radio Editor	Theatrical Critic Mot. Pic. Critic Music Critic	Book Critic Art Critic Travel Editor	Credit Manager Librarian Promotion Mgr
Moose Jaw	Times Herald						Mabel Bryce	Victor Mackie (r)			C. J. Broderick (c)
Prince Albert	Herald	E. L. Davis					Laura Tyernman				
Regina	Leader-Post	M. Cody G. H. Craik	J. A. M. Cook	G. H. Craik H. H. Kritzwiser		J. A. Cook (s)	Irene Moore	H. H. Kritzwiser C. H. Higginbottom G. J. Johnson	Irene Moore Bruce Peacock Dan Cameron	J. A. M. Cook C. H. Higginbottom (t)	R. Van Iderstine (c) R. J. Deverell (L)
Saskatoon	Star-Phoenix	Eric Knowles, news. ed.	J. S. Woodward, man. ed.	Wm. Clark		R. J. Moore Mrs. J. B. Gould (s)	Mrs. J. B. Gould Helen Beattie	A. H. Walls (r) Eric Knowles (au-av)		Wm. Clark	S. R. Campbell (c) Marion McCallum (L) R. M. Cantlon (p-bus mgr)

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BRITISH SECTION

Compiled Especially for EDITOR & PUBLISHER By Allan Delafons, London Correspondent

ENGLAND

City, Population, Newspapers	Certified† A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
LONDON, 8,202,818							
The Daily Express (m) (U.S. 6)	2,557,963*	£7.10	£1,150	A. Christiansen	London Express Newspapers, Ltd	E. J. Robertson (gen. man.)	L. W. Needham (ad. dir.)
The Daily Herald (m)	2,000,000† over	£6	£800	Francis Williams	Daily Herald (1929), Ltd	Lord Southwood	Arthur Phillips (ad. dir.)
The Daily Mail (m)	.....	£6	£900	Robert J. Prew	Associated Newspapers, Ltd	Stanley J. Bell	Stephen Millikin (ad. dir.)
The Sunday Dispatch ((S)	915,000*	£4	£616	Charles Lade	Associated Newspapers, Ltd	Stanley J. Bell	Stuart MacLean
The Daily Mirror (m)	1,700,000†	£8	£540	C. E. Thomas	The Daily Mirror Newspapers, Ltd	.....	G. K. LeFevre
The Daily Sketch (m)	.....	.....	£300	Sydney Carroll	The Daily Sketch and Sunday Graphic, Ltd	.....	Ulric B. Walmsley
The Sunday Graphic (S)	.....	.....	£450	Reginald Simpson	The Daily Sketch and Sunday Graphic, Ltd.	.....	Ulric B. Walmsley
The Daily Telegraph and Morning Post (m)	884,602†	£5	£770	A. E. Watson	The Rt. Hon. Lord Camrose	G. P. Simon (gen. man)	A. J. Smith
The News Chronicle (m)	1,312,048*	£5	£750	Gerald Barry	News Chronicle, Ltd	Bertram F. Crosfield	W. E. Tomlin (ad. dir.) W. Memory (ad. man.)
The Evening News (e)	.....	£4	£600	F. L. Fitz Hugh	Associated Newspapers, Ltd	Stanley H. Bell	C. Stephen Millikin (ad. dir.)
The Morning Advertiser	.....	.....	.....	.....	.....	.....	.....
The News of the World (S)	4,000,000†	£11.10.	.....	Sir Emsley Carr	News of the World, Ltd	Sir Emsley Carr and H. Aldridge (joint man. dirs.)	N. E. Edwardes
The Observer (s)	.....	£3	£462	J. M. Garvin	The Observer, Ltd	.....	J. E. Berridge
The People (S)	3,250,000†	£11.10/	£1,682.9/	H. Ainsworth	Odhams Press, Ltd	Lord Southwood	Arthur Phillips
Reynolds News (S)	530,000†	£2.5/	£340	S. R. Elliott	Co-operative Press, Ltd	A. Barnes, M. P. (chairman)	F. James
Sunday Chronicle and Sunday Referee (S)	.....	£5	.....	J. W. Drawbell	Allied Newspapers, Ltd	.....	A. W. Birch
The Star (e)	534,650*	£3	£450	R. J. Cruikshank	Star Newspaper Co., Ltd	B. F. Crosfield and Cyril Kew (joint dirs.)	Roy Clark
The Times (m)	200,000	£3	£470	Geoffrey Dawson	Times Publishing Co., Ltd	G. S. Kent	.....
The Sunday Express (S)	1,558,857†	£6	£924	J. Gordon	London Express Newspapers, Ltd	E. J. Robertson	A. J. Hayes, (ad. man.) Leslie W. Needham (dir. of advertising)
The Evening Standard (e)	384,419*	.....	£300	Frank Owen	Evening Standard Co., Ltd	Captain M. Wardell (chairman)	Herbert Beasley (ad. dir.)
The Sunday Pictorial (S)	1,600,000	£8.17.9	£600	Hugh Cudlipp	Sunday Pictorial Newspapers (1920) Ltd	Wallace D. Roome	S. D. Nicholls
The Sunday Times (S)	.....	£4	£616	W. W. Hadley	Allied Newspapers, Ltd	.....	Sir Herbert Morgan, K.B.E.
BARROW IN FURNESS, 66,366							
The North Western Daily Mail	.....	.....	.....	.....	.....	.....	.....
BATH, 68,801							
The Bath and Wilts Chronicle and Herald	25,000	5/	£50	J. H. Walker	Wessex Associated Newspapers, Ltd	J. H. Walker	Fred Cook
BIRMINGHAM, 1,002,413							
The Evening Despatch (e)	.....	£1.5/	£180	M. Benoit	The Birmingham Gazette, Ltd	C. Hardaker (gen. man.)	W. T. Dudden
The Birmingham Gazette (m)	.....	£1.5/	£180	M. Benoit	The Birmingham Gazette, Ltd	C. Hardaker, (gen. man.)	W. T. Dudden
The Sunday Mercury (S)	.....	£1.10/	.....	Morley White	The Birmingham Gazette, Ltd	C. Hardaker (gen. man.)	W. T. Dudden
The Mail (e)	.....	£1.5/	£250	H. F. Harvey	Sir Charles Hyde, Bart.	Sir Bertram Ford (gen. man.)	H. Hatton
The Post (m)	.....	18/	£160	E. W. Record	Sir Charles Hyde, Bart.	Sir Bertram Ford (gen. man.)	H. Hatton
BLACKBURN, 122,697							
The Northern Daily Telegraph (e)	75,000†	15/	£120	Oswold Wildridge	North Western Newspapers, Ltd	A. H. Walsh	Eric Ritzema
BOLTON, 177,250							
The Evening News (e)	57,454*	7/6d.	£60	Izaac Edwards	Tillotsons Newspapers, Ltd	F. K. Tillotson	W. Greenhalgh
BOURNEMOUTH, 116,803							
The Daily Echo	.....	.....	.....	.....	.....	.....	.....
BRADFORD, 298,041							
The Telegraph and Argus	.....	.....	.....	.....	.....	.....	.....
The Yorkshire Observer (m)	.....	15/	£100	S. Oddy	Bradford & District Newspaper Co., Ltd	W. R. Derwent	E. Lumsdon
BRIGHTON, 147,427							
The Evening Argus	.....	.....	.....	.....	.....	.....	.....
The Sussex Daily News	.....	.....	.....	.....	.....	.....	.....
BRISTOL, 402,042							
The Western Daily Press and Mirror (m)	.....	10/	£100	.....	Walter Reid & Son, Ltd	A. A. Allen	W. J. Sheppard
The Bristol Evening Post (e)	80,000*	12/6d.	£60	A. J. Spurll	Bristol United Press	Herbert W. Hawkins	W. E. Knight
The Evening World and Times and Echo (e)	60,000†	12/6d.	£96.5/	Froom Tyler	Western Newspapers, Ltd (Northcliffe Newspapers Group)	.....	G. Meayers
BURTON ON TRENT, 49,485							
The Daily Mail	.....	.....	.....	.....	.....	.....	.....
CAMBRIDGE, 66,790							
The Daily News	.....	.....	.....	.....	.....	.....	.....
CHELTENHAM, 49,418							
Gloucestershire Echo (e)	15,000†	7.6d.	£60	C. Hollinshead	Cheltenham Newspapers Co., Ltd (Northcliffe Newspapers Group)	W. A. McWhirter	C. Taylor
COVENTRY, 178,128							
The Midland Daily Telegraph	.....	.....	.....	.....	.....	.....	.....
DARLINGTON, 72,093							
The Northern Echo (m)	.....	£1.10	£200	A. Clayton	North of England Newspaper Co., Ltd	.....	J. B. Smith
The Northern Despatch (e)	.....	10.6d.	£100	W. H. Hopper	North of England Newspaper Co., Ltd	.....	J. B. Smith
DERBY, 142,406							
Derby Evening Telegraph and Express (e)	46,000†	7.6d.	£57.15/	Charles Forrest	Derby Daily Telegraph, Ltd	.....	Philip J. Ball
EXETER, 66,029							
The Devon and Exeter Gazette	.....	.....	.....	.....	.....	.....	.....
The Express and Echo	.....	.....	.....	.....	.....	.....	.....
GLOUCESTER, 52,937							
The Citizen (e)	18,500†	7.6d.	£33.15/	T. Bell	Gloucestershire Newspapers, Ltd (Northcliffe Newspapers Group)	W. A. McWhirter	W. Parry
GRIMSBY, 92,463							
The Grimsby Evening Telegraph (e)	25,000†	10/	£77	J. Taylor-Brown	Hull and Grimsby Newspapers, Ltd (Northcliffe Newspapers Group)	W. A. McWhirter	J. Knowles
HALIFAX, 98,115							
The Daily Courier and Guardian (m)	31,962*	5/	.....	.....	Halifax Courier, Ltd	.....	.....
HASTINGS, 65,207							
The Evening Argus	.....	.....	.....	.....	.....	.....	.....
HARTLEPOOL WEST, 68,134							
The Northern Daily Mail (D)	18,947*	3/6d.	.....	J. E. Boyd	Portsmouth & Sunderland Newspapers, Ltd.	S. Storey, M. P.	R. E. Fortune
HUDDERSFIELD, 113,475							
The Examiner (e)	25,976*	8/	£50	G. Elliott Dodds	Joseph Woodhead & Sons, Ltd	Arthur L. Woodhead	J. A. Berry
HULL, 313,544							
The Daily Mail (e)	83,000†	15/	£115.10/	W. S. Robinson	Hull and Grimsby Newspapers, Ltd (Northcliffe Newspapers Group)	W. A. McWhirter	J. Hallowell
IPSWICH, 87,557							
The East Anglian Daily Times	.....	.....	.....	.....	East Anglian Daily Times Co., Ltd	.....	.....
The Evening Star (e)	.....	10/	£75	.....	East Anglian Daily Times Co., Ltd	.....	.....
KETTERING, 31,220							
The Northants Evening Telegraph (e)	.....	3/	.....	F. Hutchen	The Northampton Printing and Publishing Co., Ltd	Sir Richard Winfrey	H. G. Guest

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates, Personnel

(Continued from page 221)

ENGLAND—Continued

City, Population, Newspapers	Certified† A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
LEAMINGTON SPA, 29,662							
The Morning News (m)	3,800†	2	£5.5	R. R. Churches	Leamington Morning News, Ltd	G. H. Budd and Mrs. F. M. Churches	S. V. Churches
LEEDS, 482,789							
The Leeds Mercury							
(This has now merged with Yorkshire Post)							
The Yorks Evening Post (e)	185,779*	£1.10	£300	H. Futrell	Yorkshire Conservative Newspaper Co., Ltd		Stanley Gray
The Yorks Evening News (e)	100,000†	£1.7/	£200	Guy Schofield	Provincial Newspapers, Ltd		Jack Jackson
The Yorkshire Post and Leeds Mercury (m)		30/		W. L. Andrews	Yorkshire Conservative Newspaper Co., Ltd.		Stanley Gray
LEICESTER, 261,744							
The Leicester Mercury (e)	85,000†	12/6d.	£75	H. W. Bourne	F. Hewitt & Son (1927), Ltd	W. J. Basford, and C. T. Barton (joint man. dirs.)	G. W. Smith
The Leicester Evening Mail (e)	60,000†	8/	£60	T. B. Mackim	Midland Newspapers, Ltd. (Northcliffe Newspapers Group)	W. A. McWhirter	G. Taylor
LINCOLN, 66,243							
The Lincolnshire Echo (e)	16,500†	5/	£38.10/	J. Watt Mackie	Lincolnshire Publishing Co., Ltd. (Northcliffe Newspapers Group)	W. A. McWhirter	T. K. Ulyat
LIVERPOOL, 855,539							
The Evening Express (e)		12/6d.	£100		C. Tinling & Co., Ltd	W. E. Elliott	E. W. Booth
The Liverpool Daily Post (m)	46,739	12/6d.	£105	John Macleay	Liverpool Daily Post & Echo, Ltd	Allan Jeans, J. P.	W. J. Booth
The Liverpool Echo (e)	236,986*	£1.10/	£300	E. Hope Prince	Liverpool Daily Post & Echo, Ltd	Allan Jeans, J. P.	W. J. Booth
LUTON, 70,440							
The Beds and Herts Evening Telegraph (e)	11,289	3/6d.	£14	R. A. Glenister	Home Counties Newspapers, Ltd.	R. A. Gibbs and A. J. G. Gibbs (joint man. dirs.)	Arthur Tofield
MANCHESTER, 766,378							
The Daily Dispatch (m)	380,000	£3	£450		Allied Newspapers, Ltd		
The Evening Chronicle (e)	275,000	£2	£322		Allied Newspapers, Ltd		L. Dean
The Sunday Chronicle (S)	925,000	£5	£761.5/	J. W. Drawbell	Allied Newspapers, Ltd		A. W. Birch
The Empire News (S)	1,450,407†	£6	£966		Allied Newspapers, Ltd		L. Dean
The Manchester Guardian (m)		£1	£160	W. P. Crozier	The Manchester Guardian and Evening News, Ltd	J. R. Scott	C. W. Tonge
The Evening News (e)		£1.5	£200	W. J. Haley	The Manchester Guardian and Evening News, Ltd	J. R. Scott	C. W. Tonge
MIDDLESBOROUGH, 138,489							
The North Eastern Gazette (e)	65,000	10/	£77	J. H. Thompson	North Eastern Newspapers (1926), Ltd	George Pratt (manager)	A. E. Ellis
NEWCASTLE UPON TYNE, 283,145							
The Newcastle Journal	25,221	8/	£63				
The Evening Chronicle (e)		£1.10/	£231	J. F. Goulden	Newcastle Chronicle, Ltd	V. Ewart Berry	W. G. Tully
The Sunday Sun (S)		12/6d.	£96.5	J. Grey	Newcastle Chronicle, Ltd	V. Ewart Berry	W. G. Tully
The North Mail							
NORTHAMPTON, 92,314							
The Chronicle and Echo	30,000	9/	£60	W. Cooper Barrons	Northampton Mercury Co., Ltd	Sir Herbert Brent Grotrian	J. T. Lloyd
NORTH SHIELDS, 90,000							
The Shields Evening News (e)		5/	£40	F. L. Johnson	The Northern Press, Ltd	Shannon Stevenson (gen. man.)	H. S. Bell
NORWICH, 126,236							
The Eastern Daily Press (m)		15/		T. D. Copeman	Norfolk News Co., Ltd	L. B. Lister (gen. man.)	A. H. Preston
The Eastern Evening News (e)		12/		H. J. Jaffa	Eastern Evening News, Ltd.	L. B. Lister	A. H. Preston
NOTTINGHAM, 268,801							
The Evening News (e)		15/		P. G. Whatnall	Nottingham Journal, Ltd	H. L. Howarth	F. G. Cragg
The Nottingham Journal		15/		Lewis Richmond	Nottingham Journal, Ltd	H. L. Howarth	F. G. Cragg
The Nottingham Evening Post (e)		15/	£120		T. Bailey Forman, Ltd.		
The Nottingham Guardian (m)		12/	£100		T. Bailey Forman, Ltd		
OLDHAM, 140,341							
The Evening Chronicle (e)		5/	£50	W. S. Stewart	Hirst Kidd & Rennie, Ltd	Hy. Hirst and C. E. Kidd (joint directors)	George K. Ball
OXFORD, 80,540							
The Oxford Mail (e)	32,000	12/6d.	£80	Charles Fenby	Oxford Times, Ltd	W. R. Derwent and W. T. Bailey (joint man. dirs.)	George H. Howe
PENZANCE, 11,342							
The Evening Tidings							
PLYMOUTH, 208,182							
The Western Independent (S)	25,000	7/6d.	£35	R. A. J. Wallins	Whitfeld and Newman, Ltd.	R. A. J. Wallins	Charles H. Chislett
The Western Evening Herald (e)	56,000	8	£61.12	W. O. Mills	Western Morning News Co., Ltd	Sir Harold Harmsworth	F. J. Cox, O.B.E.
The Western Morning News							
PORTSMOUTH, 252,421							
The Eastern News and Southern Daily Mail							
PRESTON, 119,001							
The Lanc Daily Post (e)	73,000	11	£88	Arnold Horner	Provincial Newspapers, Ltd.	G. F. Toulmin	M. E. Sharpe (Preston) A. Richardson (London)
READING, 97,153							
Reading Gazette	Publication suspended for the duration of the war.						
SCARBOROUGH, 41,791							
The Evening News and Daily Post		6/	£50	W. T. Medd	Scarborough and District Newspapers, Ltd.	F. C. Whittaker	A. Bailley
SHEFFIELD, 511,757							
The Sheffield Telegraph and Daily Independent	70,000†	£1	£161	F. K. Gardiner	Sheffield Newspapers, Ltd	Herbert J. Staines, J.P	Norman St. J. Stembridge
The Star	150,000†	£1.5/	£201.5/	E. R. Thomas	Sheffield Newspapers, Ltd	Herbert J. Staines, J.P	Norman St. J. Stembridge
SOUTHAMPTON, 176,025							
The Southern Daily Echo (e)	50,000	8/	£80	A. E. Jones	Southern Newspapers, Ltd	W. A. Gleave	R. E. Baker
SOUTH SHIELDS, 113,445							
The Shields Gazette		6/	£50	F. L. Johnson	The Northern Press, Ltd	Shannon Stevenson	H. S. Bell
STOCKPORT, 125,490							
The Cheshire Daily Echo	Publication suspended until further notice.						
STOKE ON TRENT, 276,639							
Evening Sentinel (e)	72,000†	10/	£77	E. N. Scott	Staffordshire Sentinel Newspapers, Ltd. (Northcliffe Newspapers Group)	W. A. McWhirter	T. Roberts
SUNDERLAND, 185,824							
Sunderland Echo and Shipping Gazette (e)	49,000*	7/6d.		E. Tucker	Portsmouth & Sunderland Newspapers, Ltd.	Stanley Storey, M.P.	P. R. Seabrook
SWINDON, 62,407							
The North Wilts Herald (w)		7/6d.	£40	W. J. C. Colman	Swindon Press, Ltd	Raymond Thompson	J. A. Smith
The Evening Advertiser (e)		7/6d.	£50	Hubert Harrison	Swindon Press, Ltd	Raymond Thompson	J. A. Smith
TORQUAY, 49,165							
The Herald & Express (e)	18,000	5/	£45	K. A. Colwill	Western Times Co., Ltd		Charles H. Crook, D.A.A.

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates, Personnel

(Continued from page 222)

ENGLAND—Continued

City, Population, Newspapers	Certified A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
WEYMOUTH, 29,534							
The Dorset Daily Echo							
WOLVERHAMPTON, 138,622							
The Express and Star (e)	100,000†	12/6d.	£105	B. D. Whiteaker	The Midland News Association, Ltd	M. Graham	H. Milner Riley
WORCESTER, 50,497							
The Evening News and Times							
YORK, 84,813							
The Yorks Evening Press (e)	55,000	12/6d.	£100	A. H. Adams	Yorkshire Herald Newspaper Co., Ltd	Sir Ivo W. H. Thompson, Bart	E. Hewitson
DOUGLAS, ISLE OF MAN, 19,329							
The I. O. M. Daily Times (m)		3/	£20	G. J. A. Brown	Brown & Sons, Ltd	George J. A. Brown	Norman G. Brown

SCOTLAND

City, Population, Newspapers	Certified A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
ABERDEEN, 167,259							
The Evening Express (e)		10	£80.10/	Wm. Veitch	Aberdeen Journals, Ltd.	Wm. Veitch	William J. Peters
The Press and Journal (m)		8	£64.8/	Wm. Veitch	Aberdeen Journals, Ltd	Wm. Veitch	William J. Peters
DUNDEE, 175,583							
The Courier and Advertiser (m)		£1	£154		D. C. Thomson & Co., Ltd		
The Evening Telegraph and Post (e)		16/3d.	£125		D. C. Thomson & Co., Ltd		
EDINBURGH, 438,988							
The Evening Dispatch							
The Scotsman (m)							
The Evening News (e)	113,034†			Walter McPhail	Provincial Newspapers, Ltd.		C. A. Thomson
GLASGOW, 1,088,417							
The Evening Times (e)	229,000†	£1.7/	£226	Thomas P. Inglis	George Outram & Co., Ltd		Bryce B. Morrison
The Glasgow Herald		£1	£168	W. D. Robieson, J.P.	George Outram & Co., Ltd		Bryce B. Morrison
The Bulletin		15/	£52.10	William Heddle	George Outram & Co., Ltd		Bryce B. Morrison
The Evening Citizen (e)		15/	£116	Alexander Wanless	Evening Citizen, Ltd.	George H. Hammond (man and secretary)	Hugh F. Taylor
The Daily Record and Mail (m)	260,412†	30/	£112.10		Allied Newspapers, Ltd		J. Robertson
The Evening News (e)	100,000	£1	£161		Allied Newspapers, Ltd.		J. G. Brown
The Sunday Post (S)		£2.10	£200		D. C. Thomson & Co., Ltd.		
The Sunday Mail (S)	335,000†	£1.17/6d	£140.12/6d.		Allied Newspapers, Ltd.		T. Harper
GREENWOCK, 78,948							
The Evening Telegraph							
PAISLEY, 86,441							
The Daily Express (e)		6	£50	Daniel C. Lochhead	Wm. A. Lochhead		Allan Carswell

IRELAND

City, Population, Newspapers	Certified A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
BELFAST, 415,151							
Ireland's Saturday Night		10/		Robert M. Sayers	W. & G. Baird, Ltd.	Major William Baird, D.L.	William Cassidy
The Belfast Telegraph							
The Irish News							
The Irish Daily Telegraph		5/		Robert M. Sayers	W. & G. Baird, Ltd.	Major William Baird, D.L.	William Cassidy
The Northern Whig & Belfast Post (m)		7/6d.	£60	F. W. Adams	Northern Whig, Ltd	James G. Cunningham	R. S. Gourley
The Belfast News Letter							
DUBLIN, 467,691							
The Irish Independent	142,471*	15/	£200	F. J. Geary	Independent Newspapers, Ltd.	James Donohoe	E. C. Maguire L. C. Blennerhassett (pub. man.)
The Irish Press (m)	110,281	12/6d.	£140	W. Sweetman	Irisin Press, Ltd.	R. A. Childers (gen. man.)	J. C. Dempsey
The Evening Herald (e)	96,192*	10/	£100	M. H. J. Brunicardi	Independent Newspapers, Ltd.	James Donohoe	E. C. Maguire L. C. Blennerhasset (pub. man.)
The Weekly Independent and Sunday Independent	190,000	10/	£100	Thomas O'Donnell	Independent Newspapers, Ltd.	James Donohoe	E. C. Maguire L. C. Blennerhasset (pub. man.)
The Evening Mail (e)		7/6d.	£75	Joseph Anderson	Dublin Express and Mail, Ltd.	James Beggs	
The Irish Times (m)		12/6d.	£120	R. M. Sinyllie	The Irish Times, Ltd	Sir John A. Arnott Bart.	John Simington
CORK, I. F. S., 80,713							
The Examiner							
The Echo							

CHANNEL ISLANDS

City, Population, Newspapers	Certified A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
GUERNSEY, 42,606							
The Evening Press (e)	8,324*	4		A. S. Bliecq	Guernsey Press Co., Ltd.	F. F. Peck	
The Star (m)		4		W. H. Taylor	The Guernsey Star & Gazette, Ltd	S. A. Cropper	G. A. Bradshaw
JERSEY, 50,455							
The Evening Post (e)	13,000*	6	£60	A. Harrison	W. E. Guiton & Co.	A. Harrison	A. J. Harrison
The Jersey Morning News							

WALES

City, Population, Newspapers	Certified A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
CARDIFF, 223,589							
The South Wales Echo and Evening Express (e)		£1	£150	D. C. Stephen	Western Mail & Echo, Ltd	Sir Robert J. Webber	R. Powell Henry
The Western Mail & South Wales News (m)		£1	£150	J. A. Sandbrook	Western Mail & Echo, Ltd	Sir Robert J. Webber	W. J. Minchinton
The Weekly Mail & Cardiff Times		7/6d.	£58	J. A. Sandbrook	Western Mail & Echo, Ltd	Sir Robert J. Webber	W. J. Minchinton
NEWPORT, 89,203							
The South Wales Argus (e)		10/	£80	G. H. Hoare	South Wales Argus, Ltd	G. E. Dibdins	Frank G. Dibdins
SWANSEA, 164,797							
The South Wales Evening Post (e)	47,000†	8/6d.	£65	B. D. I. Powell	Swansea Press, Ltd (Northcliffe Newspapers Group, Ltd.)	Malcolm Smith	C. B. Jones

Complete Index to Information on Last Four Pages

BRITISH NEWSPAPER AND ADVERTISING ASSOCIATIONS

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AMERICAN CHAMBER OF COMMERCE IN LONDON, INC., Bush House, Aldwych, W.C.2. Objects: To further and develop Anglo-American trade in every way possible with special preference to the specific business interests of its members: L. L. Tweedy, President (Baker, Weeks & Harden); R. Hervey Cabell, Jr., 1st Vice-President (Armour & Co., Ltd.); Justin R. Weddell, 2nd Vice-President (N. W. Ayer & Son, Ltd.); T. J. Zimmerman, Hon. Treasurer, Publisher; H. S. Goldey, Hon. Secretary (Guaranty Trust Co. of New York). Directors: W. G. Bent (Kodak, Ltd.), R. E. Bergeron (The American Express Co., Inc.), Howard Bird (Consolidated Pneumatic Tool Company, Ltd.) Gilbert H. Carr (Producers International Sales Assn., Ltd.), Benjamin King, (Chrysler Motors, Ltd.), F. L. Harley, (Twentieth Century Fox Film, Ltd), K. W. Banta, (National City Bank of New York), L. L. Cooper (Robert W. Hunt Co., Inc.)), E. S. Daniells (Ingersoll, Ltd.), Gilbert F. Kennedy (Breed, Abbott & Morgan), T. H. McKittrick, Jr. (Higginson & Co.), Chadwick H. Moore (Moore's Modern Methods, Ltd.), George A. Mower (Sturtevant Engineering Co., Ltd.), Paul C. Ordway (Corn Products Co., Ltd.), A. H. Rowan (Phosphate Export Assocn.), John S. Steel, Tarleton Winchester (United States Lines), D. L. Gill, Secretary; John G. Erhardt, American Consul General; Alexander V. Dye, American Commercial Attache.

RETAIL DISTRIBUTORS' ASSOCIATION, INCORPORATED. The Trade Association of Department Stores and similar retail distributive businesses in Great Britain with associate members in the Dominions. Objects: To promote and protect the interests of distributing shops and stores; to promote or support legislation in the interests of distributing stores, and to oppose any legislation, by-laws or regulations that are considered harmful; to collect and disseminate among members of the Association information upon economic, commercial and labour questions affecting retail distribution. Secretary, D. Barber, 7, Park Lane, W.1; Chairman, Mr. C. P. Russell.

INCORPORATED SALES MANAGERS ASSOCIATION, 23 Bedford Square, London, W.C.1. Objects: The general discussion and exchange of ideas on engaging, training and managing salesmen, and all other means of sales promotion, with a view to increasing the individual efficiency of its members and the firms they represent. The Association was founded in 1911 and holds regular meetings when problems of sales management are freely discussed and debated. General Secretary, Stanley F. Talbot; President, Sir Harry Brittain, K.B.E., C.M.G., LL.D.; Chairman, Gilbert Gledhill, M.P.; Vice-Chairmen, E. A. Abbott, E. S. Baynes, G. B. Thompson; Hon. Treasurer, W. J. Moore; Hon. Secretary, F. A. J. Harrison. Branches of the Association at London, Manchester, Bristol, Birminghan, Newcastle, Glasgow, Leeds, Liverpool, Sheffield, Leicester, Hull, Cardiff, Nottingham and Edinburgh.

THE AUDIT BUREAU OF CIRCULATIONS, LTD., Aldwych House, Aldwych, London, W.C.2. Objects: The securing of accurate circulation figures and data referring to all periodicals and media that sell advertising space, verifying where necessary, attesting, recording and issuing them to duty elected members of the Bureau, in the form of net sales certificates at definite and regular intervals. The Bureau will fix standard forms and methods for ascertaining net sales figures—and in the case of Technical and Trade Journals, accredited free circulation also—of all publications that charge for advertising space. It is hoped also in the future to secure figures relating to area distribution. The aim of the Council is that the standard form of the Bureau shall be the only form of Net Sale Certificate recognized by the Advertiser and the Advertising Agent. Chairman of Council, Edward Tillett ("The Yorkshire Post"); Consulting and Advisory Accountants, Messrs. Price, Waterhouse & Co. Director, Alfred H. Angus, B.Sc. (Vict.), F.C.I.S. Membership subject to election by Council. Open to Advertisers, Advertising Agents, and Publishers. Subscriptions: Advertisers, flat rate of 5 guineas per annum; Advertising Agent, flat rate of 10 guineas per annum except for provincial advertising agents placing localized campaigns only, 5 guineas per annum: Publishers' subscriptions graded according to net sales figures. Provincial Newspapers paying at a lower rate than London Newspapers. Subscriptions range from 3 to 50 gns.

INCORPORATED SOCIETY OF ADVERTISEMENT CONSULTANTS: Ludgate House, 107 Fleet Street, London, E.C.4. Founded in April, 1910, to support and protect the status and interests of the profession of advertisement consultants. Secretary, William T. Moss; President, W. Buchanan Taylor; Vice-Presidents E. Marshall Hardy, Commander Henry S. H. Ellis, Bertram E. Kent; Council, Clifford J. Harrison, Stuart A. Hirst, Hopton Hadley, G. Warden, B. L. Hooper, C. J. Rose, Chas. M. Symes, Geoffrey Dadd.

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD., Aldwych House, Aldwych, London, W.C.2. Object: To protect and promote the common interests of buyers of publicity; to secure and authenticate facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, ethical, economical, etc.), and support or resist them by the organized cooperation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfill the functions of the authoritative trade society of British National Advertisers. General Secretary, Alan Whitworth, Aldwych House, Aldwych, W.C.2; President, The Right Hon. Lord Rowallan, M.C.; Vice Presidents, Sir Harold Mackintosh, Sir Harry Hague, Lt. Col. J. N. Horlick, O. B. E., M. C., The Right Hon. The Lord McGowan of Ardeer, K.B.E., D.C.L. LL.D., The Right Hon. L. S. Amery, M.P., H. J. Bostock, J.P., Austin Reed; Chairman, Major P. G. E. Warburton, M.C.; Vice-Chairman, R. Arnold Brown; Hon. Treas., John Ryan.

INSTITUTE OF INCORPORATED PRACTITIONERS IN ADVERTISING, 3-4, Clement's Inn, London, W.C.2. The chief aims of the Institute are to increase the efficiency and raise the status of Practitioners in Advertising and to secure cooperation between all those engaged in Advertising as a profession to the end that the best and fullest service may be made available to Advertisers. The Institute includes in its membership almost all the leading advertising agencies practicing in Great Britain and Ireland. It has four classes of membership: Incorporated Practitioners in Advertising, Registered Practitioners in Advertising, Fellows and Associates. Secretary, C. Arnstice Brown President, Cir William Crawford, K.B.E., F.I.P.A. (W. S. Crawford, Ltd.); Vice-Presidents, R. J. Sykes, F.I.P.A. (The London Press Exchange, Ltd.), R. Winter Thomas, F.I.P.A. (The Winter Thomas Company, Ltd.), James Strong, F.I.P.A. (C. Mitchell & Co., Ltd.), L. G. Jackson, F.I.P.A. (G. Street & Co., Ltd.): Hon. Treasurer, George A. Castle, F.I.P.A. (T. B. Browne, Ltd.): Hon. Secretary, Alfred Pemberton, F.I.P.A. (Alfred Pemberton, Ltd.)

PRESS ADVERTISEMENT MANAGERS' ASSOCIATION: Hon. Secretary and Treasurer, H. R. Tadrell, Surrey Mirror, 173 Fleet Street, E.C.4; President, Jas. Forecast, Derbyshire Times; Vice-President, P. Moon, Warrington Guardian.

NATIONAL DISPLAY ASSOCIATION: 356-366 Oxford Street, W.1. Chairman, D. St. Julian Bown, F.R.S.A.; Hon. Secretary, W. H. Newman, B. Com. Telephone, MAYfair 2858.

PUBLICITY CLUB OF GLASGOW: Hon. Secretary, Ulric E. Simson, Victor Ad-Service, 103 Bath Street, Glasgow, C2. Telephone, Douglas 2725-6.

ALDWYCH CLUB: Secretary, Philip J. S. Richardson, 18 Exeter Street, W.C.2.

BIRMINGHAM PRESS CLUB: 9, Bull Street Birmingham. Chairman, A. C. Hall-Wright, Secretary, R. D. Watt.

PUBLICITY CLUB OF CARDIFF: President, R. J. Auckland; Hon. Secretary, K. Rowland Harris, 102 St. Mary Street, Cardiff, Phone, 7000. Luncheon Meetings Fortnightly. Annual Sub. 6s.

HULL PUBLICITY CLUB: Secretary, G. Dawson, Angloco House, George Street.

MANCHESTER PUBLICITY ASSOCIATION: Secretary, Eric W. Cheadle, Allied Newspapers Ltd., Witby Grove, Manchester 4.

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PUBLICITY CLUB OF LONDON: Chairman, J. B. Nicholas, A.I.P.A.; Secretary, W. H Newman, B.Com., 356-366 Oxford Street W.1. Telephone MAYfair 7044.

WOMEN'S ADVERTISING CLUB OF LONDON: Hon. Secretary, Miss Jean Lorimer, The Savoy Hotel, London, W.C.2.

BRITISH POSTER ADVERTISING ASSOCIATION: 48 Russell Square, London, W.C.1. Objects: The publication of an annual directory and a trade journal, and the taking of any lawful action the Council, as the Governing body, may deem desirable to protect and advance the general trade interests of its members. Secretary, Frederick Wills, LL.B.; President, George T. Mills (Coventry); Vice President, J. W. Naaki (Nottingham).

LONDON POSTER ADVERTISING ASSOCIATION: Registered under the Companies Act as a Trade Protection Association in 1891. Secretary, Frederick Willis, LL.B., 48, Russell Square, London, W.C.1; President, J. M. Beable.

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BRITISH FEDERATION OF MASTER PRINTERS, 11 Bedford Row, London, W.C.1. An organization of nearly 5,000 master (employing) printers in Great Britain and Ireland. Affiliations to it include kindred organizations in this country and organizations of Master Printers in the British Dominions. The principal objects of this body are to negotiate national agreements on wages and conditions of employment with the trade unions of the printing trades, to watch and make representations on legislation affecting the interests of its members, to advocate scientific costfinding, to investigate and give advice to its members on technical problems, to assist its members in improved selling and publicity methods and generally to serve the interests of its members. Director and Secretary, F. H. Bisset; Assistant Secretary, L. J. Cumner; President John Hubbard; Vice-President, Robert Leighton.

LONDON MASTER PRINTERS' ASSOCIATION: Secretary, E. G. Baker, 11 Bedford Row, London, W.C.1. President, Mr. M. S. McCorquodale, M.P., of McCorquodale & Co., Ltd.; Vice-President, Mr. H. H. Norman, of The South London Press, Ltd., and Mr. H. M. Heywood, of Ford, Shapland & Co., Ltd.; Hon. Treasurer, Mr. Hartley F. Straker, of Straker Brothers, Ltd.

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PARLIAMENTARY PRESS GALLERY: Press Gallery, House of Commons, London, S.W.1. Consists of journalists accredited to British newspapers and agencies and Dominion newspapers, possessing the right of entry (granted by the Speaker of the House of Commons and the Lord Great Chamberlain, respectively) to the Press Galleries of the Houses of Parliament. In connection with the Gallery there exists a Press Gallery trust fund to relieve immediate distress on the part of the Gallery members, ex-members and their relatives. The Press Gallery contains a unique collection of pictures of Parliament Houses of the British Empire, and a first-class Reference Library. Chairman, C. D. Bateman (Western Morning News); Vice-Chairman, Francis Sulley (Sheffield Telegraph); Hon. Secretary, Stanley Robinson (The Times); Hon. Treasurer, L. D. S. Hunter (Central News).

THE PRESS CLUB: St. Bride's House, Salisbury Square, Londonfi E.C.4. Established 1882, and now has a membership of over 900. Secretary, A. Lazenby; Chairman, H. C. Vickery.

THE INSTITUTE OF JOURNALISTS: 2-4, Tudor Street, London, E.C.4. Cables and Radio Institjourn, Fleet, London. A professional organization, incorporated by Royal Charter, 1890, for "the promotion by all reasonable means of the interests of journalists and journalism." American journalists are eligible for election as Overseas Members. Subscription: 42s per annum. Overseas members 21s per annum. General Secretary, Stewart Nicholson, F.J.I.; Assistant to the General Secretary, Geoffrey Seddon, A.C.A.. President, P. E. Verstone, F.J.I.; Vice-Presidents, F.J.I., H. A. Taylor; Hon. Treasurer, Alan Pitt Robbinsfi F. J. I.; Hon Counsel, William Latey, M.B.E., LL.B.; Hon. Chaplain, Rev. Arthur Taylor, M.A. (Vicar of St. Bridge's Fleet St.).

THE NATIONAL UNION OF JOURNALISTS: 75, Abbots Rd., Abbots Langley Herts. Rigstered as a trade union, the N.U.J. now has a membership of more than 7,000 working journalists. Newspaper proprietors, managers or directors are not eligible to membership. General Secretary, C. J. Bundock; President, J. W. T. Ley, Newport, Mon.; Hon. General Treasurer, Tom Foster, London; Hon. Editor of the Journalist (the official organ), F. G. Humphrey, Birmingham.

NEWSPAPER PRESS FUND: 11, Garrick Street, London, W.C.2. Objects: To assist by grant or pension members of all branches of the Literary Department of the Newspaper Press who shall have become members of the fund and their widows and families. Non-members are helped to a limited extent. Founded 1864. Treasurer, Robert Keir; Secretary, Walter Meakin; Auditors, Messrs. Deloitte, Plander, Griffiths & Co.

NEWSPAPER PROPRIETORS' ASSOCIATION, LTD.: 6, Bouverie Street, London, E.C.4. Membership is open to all the London morning, evening and Sunday newspapers. The affairs of the Association are conducted by council meetings on which representatives of all the newspapers are entitled to sit. Its objects are to deal with matters of common interest to all the London newspapers. Chairman, Hon. Esmond Harmsworth, Associated Newspapers; Vice - Chairman, Brigadier the Hon. E. F. Lawson, D.S.O., M.C., Daily Telegraph and Morning Post; Secretary, Bernard Alton.

THE NEWSPAPER SOCIETY: Salisbury Square House, London, E.C.4. The Newspaper Society, founded in 1836 as the Provincial Newspaper Society, was reconstituted in 1917 and 1921. In the latter years it became the one organization representative of the newspaper press of England and Wales (with the exception of the London daily and Sunday newspapers); the Irish Newspaper Society is affiliated with it, and it is in close touch with the Scottish Daily Newspaper Society. A number of local associations throughout England and Wales act with and strengthen the work of the central office. The Society's activities include: Issuing a monthly confidential circular to members, supplemented by special circular letters on matters of urgency; supplying of information concerning the standing of advertising agents; negotiating with trade unions upon matters affecting members' interests; collecting debts owing members; scrutinizing and if necessary working for the amendment of proposed legislation affecting newspapers; arranging for joint action in cases where newspapers are threatened with legal proceedings; in brief, working for the advancement of the interests of newspaper proprietors and producers in all ways. General Secretary, H. R. Davies, Salisbury Square House, Salisbury Square, E. C. 4.

SOCIETY OF WOMEN JOURNALISTS: Acting Hon. Sec., Mrs. Cecil Roscoe; Stationers' Hall, London, E.C.4; President, Miss Eleanour Sinclair Rohde; Chairman, Mrs. Romanné James; Vice-Chairman, Mrs. Sarah Tooley; Hon. Treasurer, Mrs. Emily E. Moore; Organ of the Society, The Woman Journalist, free to members only.

THE PERIODICAL TRADE PRESS & WEEKLY NEWSPAPER PROPRIETORS' ASSOCIATION, LTD.: 6, Bouverie Street, London, E.C.4. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action when thought desirable, in matters affecting their general interests. It has abundantly justified its existence. President, Lord Southwood; Executive Chairman, Percival Marshall, Percival Marshall & Co., Ltd.; Secretary, E. O. Norton.

THE CRITICS' CIRCLE (1938-9): President, Frank Howes (The Times); Vice-President, A. E. Wilson (The Star); Hon. Secretary, John Parker (Who's Who in the Theatre); Hon. Treasurer, Bernard Weller (The Stage). Office, Hall of the Institute of Journalists, Tudor Street, E.C.4.

BIRMINGHAM PRESS CLUB: 9, Bull Street, Birmingham. Chairman, C. F. M. Mercer; Secretary, M. F. K. Fraser.

FOREIGN PRESS ASSOCIATION IN LONDON: 5 Derby Street, W.1. Officers and Committee, 1939: President, Dr. Stefan Litauer (Polish Telegraph Agency); Vice-President, H. Neill (South - American Press); Hon. Secretary, A. Vas Dias (De Telegraaf, Amsterdam); Hon. Treasurer, M. Martinsen (Norgaes Handels og Sjofartstidende, Bergens Tidende—Norway). Members of the Committee: Dr. J. P. Chrysanthopoulos (Pythargoras — Athens); Paul L. Bret (Agence Havas—France); Jean Massip (Le Petit Parisien—France); Milton Bronner (Newspaper Enterprise Association—U. S. A.); H. J. J. Sargint (North-American Newspaper Alliance—New York); Dr. Hans W. Egli (Neue Zuricher Zeitung, Der Bund—Switzerland); Eric Swenne (Aftonbladet, Stockholms Tidningen — Sweden). Trustees: Georges Schilling (Agence Radio—France); L. Spearman (La Nacion—Buenos Aires).

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LATIN AMERICAN TRADE OFFERS NEW ATTRACTIONS

With war existent, if not raging, over most of Europe, and normal trade channels between the Old World and the New closed either by blockade or the necessities of monetary exchange, the Republics of the Americas have been drawn into the closest political and commercial relationships of their histories.

The traditional role of the United States as source of capital, and, occasionally, as policeman in protection of investments, has in the past eight years given place to an association in which friendship and neighborliness are dominant. The early suspicions with which the Latin American republics greeted this change of sentiment by their great neighbor of the North have been dispelled by the sincere efforts of President Roosevelt, Secretary of State Hull and the leaders of Latin American thought to make the new philosophy truly workable. The numerous Pan-American conferences of the past few years, and especially the conversations since the outbreak of war in Europe, appear to have placed the new relationships on a solid basis, with remarkable promise of mutual benefits for the future.

Despite the much-mooted inroads of German commerce into the Latin American countries before August, 1939, the trade statistics disclose that the United States in the aggregate sold more to and bought more from its neighbors to the South than any European country. In 1938, the latest year for which complete statistics are now available, the trade balances between the United States and Latin America in dollars are stated as follows:

Country	Exports To	Imports From
Argentina	$86,772,000	$40,707,000
Bolivia	5,395,000	865,000
Brazil	61,955,000	97,937,000
Chile	24,603,000	28,234,000
Colombia ...	40,884,000	49,432,000
Costa Rica ...	5,449,000	4,102,000
Cuba	76,329,000	105,840,000
Dominican Republic ...	5,695,000	5,745,000
Ecuador	3,311,000	2,584,000
Guatemala ...	6,862,000	9,529,000
Haiti	3,642,000	2,967,000
Honduras	6,292,000	5,691,000
Mexico	62,043,000	49,006,000
Nicaragua ...	2,833,000	2,478,000
Panama	10,165,000	3,352,000
Paraguay	644,000	1,355,000
Peru	16,893,000	12,813,000
Salvador	3,527,000	5,672,000
Uruguay	5,058,000	4,730,000
Venezuela ...	52,278,000	20,035,000
Totals	$490,630,000	$453,077,000

It would be rash to predict how much can be added to this billion dollar business on either side of the ledger, but there seems to be small doubt that both totals will be considerably increased with the closing of many European markets to South American trade. According to the 1938 figures, Great Britain was slightly ahead of the United States in exports to Argentina, far ahead in imports, the latter mainly meat and meat products. Germany in 1938 was a small fraction ahead of the United States in exports to Brazil, while the United States had a two-to-one lead as Brazil's first customer. Germany topped the United States slightly in exports to Chile, while in imports from Chile, Uncle Sam was second to the United Kingdom. In trade to and from Colombia, the United States was far in advance of all other countries. The same was true of Costa Rica, Cuba, and Ecuador. In the Dominican Republic, the United States leads in selling and is second in buying. The United States had a wide lead in both exports and imports of Guatemala, second in imports from and first in exports to Haiti. The United States takes 89% of all Honduran exports and furnishes 58% of all imports. The United States is also the best customer and source of supply for Mexico. Following the signature of a reciprocal trade treaty with Nicaragua, United States exports increased 6% to a total of 60% of Nicaraguan import trade, and United States purchases from Nicaragua increased 12% to 67% of the country's total exports. Panama does 64% of its total foreign business with the United States. In Peru, the United States had no close rivals either for exports or imports. Salvador's coffee crop annually finds most of its market in the United States.

The market for North American manufactured goods, and some raw materials, is firmly established in Latin America. Experience in several Latin American countries in recent years under the reciprocal trade treaties indicate that trade can be materially expanded with mutual benefits.

Many long steps remain to be taken before the mutual trade relations between the 21 American republics will be completely satisfactory. Adjustment of old debts may retard trade growth between some nations and the United States, but that this adjustment will be made is probable. Devising new uses in North American manufacturing for South American raw materials cannot be done overnight, but is receiving attention. Promotion of mutual understanding of the habits of life and trade of Latin America and North America has made marked progress recently, and the need for education in Latin American matter is more pressing in the North than in the South of this hemisphere.

Toward the promotion of this understanding journalists of both northern and southern continents are giving earnest thought. In 1939, the first of the Cabot medals, for distinction in Latin American journalism, were awarded under the auspices of Columbia University, New York. Newspaper men from several Latin American cities visited New York during the past year, and many of them extended their inspection to other parts of the country. Europe's removal from the tourist itinerary promises a greater than usual influx of North Americans, during both winter and summer seasons. In many respects, the process of mutual education, long neglected, has at last taken firm root.

The newspaper listings on succeeding pages, EDITOR & PUBLISHER believes, are an element in that educational process. They are designed to provide for those interested, a quick summary of daily newspaper activity in the principal cities of Latin America, with the names of the principal newspaper owners and executives.

EL MUNDO

OF BUENOS AIRES, ARGENTINA

PREFERENCE: The Buenos Aires branch office of an American Advertising Agency investigated in 1939 to learn which of the several newspapers of that city was preferred by women readers: More than 60% of these readers indicated their preference for EL MUNDO.

CIRCULATION: A certified audit made in September, 1939 shows that the net paid daily circulation of EL MUNDO is 415,519. There are 700,000 families in Metropolitan Buenos Aires.

PURCHASING POWER: "In the case of EL MUNDO of Buenos Aires, a large circulation does not imply readers with low standard purchasing power." *More than one out of each two families* of Buenos Aires buys EL MUNDO.

LOWEST CENTIMIL (milline) RATE: The use of the word "centimil" instead of "milline" is due to the fact that in Argentina advertising space is sold by the column centimeter and not by the line. EL MUNDO'S advertising rate has been increased several times during its twelve years of existence. In spite of these increases its centimil rate has and is declining consistently and today EL MUNDO offers one of the lowest milline rates in the world!

EL MUNDO OF BUENOS AIRES MEANS:

- *Favourite Newspaper With Buenos Aires Women.*
- *Largest Net Paid Circulation In The Spanish-Speaking World.*
- *Greatest Coverage In The Richest Market Of South America.*
- *Cheapest "Centimil" (Milline) Rate In South America.*

Published by

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Buenos Aires, Argentina

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FOURTEENTH ANNUAL EDITOR & PUBLISHER

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

Again we take pleasure in presenting the most recent and authoritative listing of Latin American daily newspapers available anywhere.

Thanks are extended to the publishers of the papers themselves, to their representatives in the United States, (who are listed opposite this column with a code number which appears against each paper they represent), to the United States Department of Commerce, United States commercial attaches and consuls general in Latin America, as well as news services and other unofficial sources in Latin American countries and the United States.

Particular attention is called to the fact that the figures given under "Claimed Circulation" are those furnished by the papers themselves or their representatives in the United States, except when otherwise stated.

In view of space limitations, it is impossible to include all of the information which is available regarding some of the papers listed. This information is made available to those interested, upon request.

Where a paper is published in a language other than the official one in the country of publication, that fact is indicated in parentheses after the name of the paper. Otherwise papers listed are published in Portuguese if they are in Brazil, French if in Haiti and Spanish if in any Spanish-American country.

The following code numbers appear after the names of papers represented in the United States, respectively, by:

(1) All American Newspapers' Representatives, Inc., 420 Lexington Ave., New York.
(4) S. S. Koppe & Co., Inc., 630 Fifth Avenue, New York.
(5) R. de Llano, 420 Lexington Avenue, New York.
(6) Joshua B. Powers, Inc., 220 East 42nd Street, New York.
(7) Chalmers-Ortega, Inc., 516 Fifth Avenue, New York.
(10) M. D. Bromberg & Associates, 19 West 44th Street, New York.
(11) Universal Publishers' Representatives, Inc., 500 Fifth Avenue, New York.
(12) M. E. Bensignor, 342 Madison Avenue, New York.
(13) Melchor Guzman Co., Inc., 9 Rockefeller Plaza, New York.
(14) Pan-American Publishers' Representatives, 17 E. 42nd St., New York.
(21) Fred Kreutzenstein, 108 Water Street, New York.

ARGENTINA (12,762,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Adrogue (13,700)	Tribuna		D									
Avellaneda (60,100)	La Libertad (7)	1915	MD	16,000	La Libertad	J. I. Onsari		2	23	16¼	14	General
	La Opinión	1915	MD	10,000	José Alberto Siciliano	J. A. Siciliano		2	21¼	7 col.	16	General
	Nueva Vida		D									
Ayacucho (12,030)	La Unión		D									
	La Verdad	1935	D	2,000							8	
	La Voz del Ayacucho		D	500							8	
Azul (38,000)	El Ciudadano	1937	ED	6,500	José S. Ferreyro	José S. Ferreyro		2¾	19½		10	General
	Diario del Pueblo		D	5,000							8	
	El Tiempo		D									
	La Provincia		D	2,000							8	
Bahia Blanca (72,000)	Democracia		D									
	El Atlántico	1920	MD	10,000	M. Panzin & J. M. Pérez D	M. Manzini		2	19¾	16¼	16	General
	El Censor	1906	ED		F. J. Wortelboer	F. J. Wortelboer			23	16	8	General
	El Régimen		D									
	Justicia		D									
	La Acción		D									
	La Gaceta		D									
	La Nueva Provincia (1)	1898	MD	18,000	Enrique Julio	Enrique Julio		2	20	7 col.	16	General
Balcarce (20,700)	El Liberal		D	1,500							8	
	La Opinión		D									
Bragado	El Censor		D									
Bole Ville (15,300)	Adelante		D	1,000							4	
	La Era		D	1,000							4	
	La Mañana	1930	MD	1,500	Ernesto Márques	Ernesto Márques		2	17¾	6 col.	4	General
	Tribuna		D									
Bernal (14,600)	Crónicas		D									
Bolivar (23,400)	El Imparcial	1919	MD	1,000								
	El Radical		D	1,000							4	
	La Verdad		D									
Buenos Aires (2,415,200)	Acción Rural		D									
	Argentinisches Tageblatt (Germ.)	1889	MD	32,000	Alemann y Cía., Ltda., S. A.	Dr. E. F. Alemann		2¼	20½	13⅞	10-32	German
	Buenos Aires Herald (Eng.) (7)	1876	MD	29,500*	Buenos Aires Herald, Ltd.	J. J. & C. R. Ruggeroni		1⅞	20½	15¾	20	Eng. speaking

(Continued on page 228)

*(Certified)

We represent in the United States and Canada some of the world's greatest newspapers published outside of the United States—Advertisers who are desirous of covering these markets for their products in an efficient and economical manner, will find it to their advantage to use the publications on this list—each dominant in its respective field:

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Diamond Fields Advertiser, Kimberley
Eastern Province Herald, Port Elizabeth
Weekend News & Sunday Magazine, Port Elizabeth
Daily Representative, Queenstown

NATAL
Natal Woman's Journal
Natal Daily News, Durban
Natal Witness, Pietermaritzburg

ORANGE FREE STATE
The Friend, Bloemfontein

PORTUGUESE EAST AFRICA
Lourenco Marques Guardian, Lourenco Marques

RHODESIA
Bulawayo Chronicle, Bulawayo
The Sunday News, Bulawayo
The Rhodesia Herald, Salisbury
Southern Rhodesia Govt. Gazette, Salisbury
The Sunday Mail, Salisbury
Umtali Advertiser, Umtali

NATIONAL MEDIA
Farmer's Weekly, Bloemfontein
The Homestead, Bloemfontein
The Outspan, Bloemfontein

TRANSVAAL
Gold Fields News, Barberton
The Star, Johannesburg
South African Mining & Eng'n Journal, Johannesburg
New Klerksdorp Record, Klerksdorp
Potchefstroom Herald & Western Gazette, Potchefstroom
Die Westelike Stem, Potchefstroom
Pretoria News, Pretoria

NATIVE PUBLICATIONS
Bantu Mirror, Bulawayo
Bantu World, Johannesburg
Imvo Zabantsundu, Kingwilliamstown
Mochochonono, Maseru, Basutoland
Ilanga Lase Natal, Phoenix
Um-Afrika, Klerksdorp
Umthunywa, Umtali

DIRECTORIES & ANNUALS
The Rhodesia Directory, Bulawayo
The Rhodesian Annual, Bulawayo
East London Frontier Red Book, East London
Rhodesian Mining Year Book, Johannesburg
South African Mining Year Book, Johannesburg
United Transvaal Directory, Johannesburg

WEST AFRICA
West African Review

FAR EAST

CHINA
Spotlite, Shanghai
China Digest, Shanghai

INDIA
Sainik Publications, Agra

CENTRAL & SOUTH AMERICA

ARGENTINA
La Nacion, Buenos Aires
Pampa Argentina, Buenos Aires
Review of the River Plate, Buenos Aires
Rojinegro, Buenos Aires
El Pais, Cordoba

BRAZIL
Revista da Semana, Rio de Janeiro
Eu Sei Tudo, Rio de Janeiro
A Scena Muda, Rio de Janeiro

CHILE
El Mercurio, Antofagasta
Mi Diario, Antofagasta
El Mercurio, Santiago
Las Ultimas Noticias, Santiago
Almanaque Margarita, Santiago
Cultura Comercial, Santiago
Don Fausto, Santiago
Elite, Santiago
Ecran, Santiago
Familia, Santiago
Vea, Santiago
Margarita, Santiago
El Peneca, Santiago
Zig Zag, Santiago
La Prensa, Tocopilla
El Murcurio, Valparaiso
La Estrella, Valparaiso
Radio Estacion "El Mercurio," Valparaiso
Radio Estacion "El Mercurio," Santiago

COLOMBIA
Correo del Cauca, Cali
La Patria, Manizales
Playas, Barranquilla

ECUADOR
El Universo, Guayaquil

HONDURAS
Diario Comercial, San Pedro Sula

NICARAGUA
Estrella de Nicaragua, Managua

PANAMA
Star & Herald, Panama
Estrella de Panama, Panama
Mundo Grafico, Panama

PERU
El Comercio, Lima
La Cronica, Lima

URUGUAY
Mundo Uruguayo, Montevideo
El Plata, Montevideo

VENEZUELA
Panorama, Maracaibo

WEST INDIES

BAHAMAS
Nassau Guardian, Nassau

CUBA
Avance, Havana
Ellas, Havana
Havana Post, Havana
El Mundo, Havana
Oriente, Santiago

PUERTO RICO
El Imparcial, San Juan

TRINIDAD
Trinidad Guardian, Port of Spain
Sunday Guardian, Port of Spain
Evening News, Port of Spain

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INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued from page 226)

ARGENTINA—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Bunos Aires Cont'd	Buenos Aires Standard (Eng.)	....	MD	.....		Juán L. Mulhall		...	....	....	..	Eng. speaking
	Cámara Gremial	....	D	.....				...	....	....	..	.....
	Correo de Galicia	....	D	.....				...	....	....	..	.....
	Deportes	....	D	.....				...	....	....	..	Sports
	Deutsche La Plata Zeitung (Ger.)	1863	MD	40,000	Hermann Tjarks y Cía	H. & E. Tjarks		2	21½	14	..	German
	Diario del Comercio	1910	MD	.....				2	18¾	5 col.	12	Com.
	Diario de Finanzas y Construcciones	....	D	.....				...	....	....	..	Fin. & Bldg.
	Diario de Licitaciones	1925	MD	.....		Federico Plá		...	22	14⅛	8	Legal
	Di Presse (Yiddish)	1918	MD	44,000	Soc. Col. Di Presse	P. Katz	G. Morkin	2	20⅞	15¾	12-16	Yiddish
	El Avisador Mercantil	1878	MD	.....	S. A. El Evisador Mercantil	F. Pernecco P		...	15	11	12	Com.
	El Centinela	1934	MD-exMon	9,000*	Alejandro J. Miroli		Arturo Carro	2⅛	20⅞	15¾	4	Mil.
	El Cronista Comercial	1908	MD	37,000*	Perrota y Cía	Dr. C. C. Malagarriga	L. A. Aragone	2⅛	21	16½	10	General
	El Diario	1881	ED	109,000				2⅜	19⅝	6 col.	12	General
	El Diario Español	1872	MD	58,000*	S. A. El Diario Español	A. López de Gomara		2⅛	15⅛	11	10-12	Conserv.
	El Diario Israelita (Yiddish)	1914	MD-exSat	40,000*	Matias Stoliar	M. Stoliar et al	S. Scheinin	2	23¼	15¾	16	Yiddish
	El Diario Siriolibanés (Syrian)	....	D	.....				...	....	....	..	Syrian
	El Economista Argentino	1924	MD	7,500	Editorial Epica	A. Tomada		2⅛	19½	13¼	8	Com. & Ind.
	El Mundo (13)	1928	MD	300,000*	Ed. Haynes S. A	C. Mucio Sáenz Peña	L. Mendonca	2	15	10¼	40	General
	El Noticioso	....	D	.....				...	....	....	..	.....
	El Pueblo	1900	MD	.....	S. A. El Pueblo	J. A. Sanguinetti		2⅛	....	....	14	General
	El Sol	....	D	.....				...	....	....	..	.....
	Horisontes	....	D	.....				...	....	....	..	.....
	Hungaro Delamerikai Magyrsag (Hung.)	....	D	.....				...	....	....	..	Hungarian
	I Mattino d'Italia (Ital.)	....	MD	.....				...	....	....	..	Italian
	Informaciones	1934	MD-exMon	8,000	Alejandro J. Miroli	A. Almanza de Lecumberri		2⅛	14⅝	9	8	General
	Kurjer Poski (Polish)	1928	MD	38,000	J. Kandratowicz & B. Lasecki	J. Kandratowicz		2⅛	19⅝	13	6-24	Polish
	La Crítica (1)	1913	ED	325,000*	Buenos Aires Poligráfica, S. A	N. Botana		2⅛	21	8 col.	18	General
	La Fronda	1919	MD	.....		F. Uriburu		...	....	....	..	General
	La Nación (4)	1870	MD	220,000D 340,000S	* La Nación	Dr. Luis Mitre		2	21⅝	8	24-30	Upper
	La Nueva Provincia	....	D	.....				...	....	....	..	.....
	La Prensa (6)	1860	MD	255,000D 421,000S	* E. P. Paz and Z. Paz de Anchorena	E. P. Paz and A. Gainza Paz		2	21	16⅛	32-60	General
	La Razón	1905	MD	179,000	S. A. La Razón	R. Peralta Ramos	V. J. Rodriguez	2	19¾	15¾	16	General
	La Unión	....	D	.....				...	....	....	..	.....
	La Vanguardia	1894	MD	.....				2⅜	20½	6 col.	..	General
	La Voce del Calabresi (Ital.)	....	D	.....				...	....	....	..	Italian
	La Voz del Comercio	....	D	.....				...	....	....	..	Com.
	Le Courrier de la Plata (French)	....	MD	.....				...	....	....	..	French
	Libertad	1927	MD	25,000				...	....	....	4	General
	Los Edictos	....	D	.....				...	....	....	..	.....
	Magyar Szo (Hung.)	....	D	.....		G. F. Magyary		...	....	....	..	Hungarian
	Noticias Gráficas (7) (10)	1930	ED	312,500	Soc. Ed. Noticias Gráficas	J. W. Agusti	E. S. Paravicini	2⅝	21⅞	17¾	16	General
	Poder y Justicia	....	D	.....				...	....	....	..	.....
	Pregón	....	D	.....				...	....	....	..	.....
	Sol Argentino	....	D	.....				...	....	....	..	.....
	Telégrafo Mercantil	1933	ED	500				...	....	....	8	Com.
	Ultima Edición	....	ED	.....				...	....	....	..	.....

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(Continued from page 228)

ARGENTINA—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Carlos Cásares (11,600)	El Demócrata	....	D	.....								
	El Oeste	....	D	.....								
	La Ley	....	D	.....							16	
Chacabuco	Argentino	....	D	.....							4	
Chascomús (10,000)	Chascomús	....	D	.....								
	El Argentino	....	D	.....								
	El Cronista	....	D	.....								
Chivilcoy (40,000)	La Razón	1910	MD	4,000							14	
Colón (11,300)	Diario del Pueblo	1918	ND	2,000	José Orlando Ferrari	José Orlando Ferrari						General
Comodoro Rivadavia (8,000)	El Chubut	1921	ED	.....		N. Moral			12¾	9⅞	10	General
	El Rivadavia	....	D	.....								
	E. Socialista	....	D	.....								Socialist
	La República	....	D	.....								
Concepción del Uruguay (25,000)	La Gaceta	....	D	.....								
	Los Principios	1924	MD	5,000	S. A. Los Principios	Dr. M. E. Nocetti		2¾	33	24¼	8–10	General
	T ibuna	....	D	.....								
Concordia (35,000)	Democracia	....	D	.....								
	El Diario	1925	MND-exSun	3,850	Héctor F. Olivera	Héctor F. Olivera	Zoilo Díaz	2⅛	....	7 col.	8	General
	El Heraldo	....	D	.....								
	El Litoral	1901	ED	4,800	Antonio L. de Luque	Antonio L. de Luque	P. N. González	2⅛	22½	16¼	8	Com. & Agr.
	La Epoca	....	D	.....								
	La Nota	....	D	.....								
Córdoba (273,400)	Córdoba (10)	1928	ED	3,200		Gerardo T. Wright	G. F. Guerra	2	23⅜	16	14–16	General
	Debate	....	D	.....								
	El País (4)	1935	MD	25,000	S. A. El País	V. F. Negritto		2	22	8 col.	16	General
	La Voz del Interior (1)	1904	ED	25,000*	La Voz del Interior			2⅛	22	7 col.	..	General
	Los Principios (6)	1894	MD	31,000		José I. Dutari		2	21	17⅝	20–38	General
Coronel Suárez (12,000)	El Fiscal	1901	MD	3,900	Manuela Vda. F. de Vaso	Augusto F. Vaso		2¼	19¾	15	4	General
	El Imparcial	....	D	.....								General
	El Noticioso	....	D	.....								
	El Pueblo	....	D	.....								
Corrientes (67,000)	Corrientes	....	D	.....								
	El Liberal	1909	ED	5,600	Dr. Juán Ramón Vidal	Gustavo A. Agaret		2⅛	19	15 1/16	12	General
	El Noticioso	....	D	.....								
	La Mañana	....	D	.....								
Curuzu Guatia (20,000)	Acción	....	D	.....								
Dolores (10,000)	El Nacional	....	MD	.....		J. Negri			21⅝	14½	..	General
	El Sur	....	D	.....								
	El Tribuno	1925	ED	1,920*	Mariano Conti	Mariano Conti, hijo		2¾	....	6 col.	8–32	General
	La Reforma	....	D	.....								
General Alvear (4,800)	El Independiente	....	D	.....								
	La Reacción	....	D	.....								
General Pico (18,000)	El Norte	....	D	.....								
	La Reforma	1923	MD	4,000							6	
General Lamadrid	La Verdad	....	D	.....							4	
General Uriburu	El Debate	....	D	.....							12	
	La Tarde	1915	ED	1,000							12	
Goya (18,600)	Ecos	....	D	.....								
	El Adalid	1925	ED	.....	J. M. Villalobos	J. M. Villalobos		2⅜	22⅞	15¾	8	General
Gualeguay (17,000)	El Debate	1901	ED	3,200	Carlos P. Carrera	Carlos P. Carrera		2⅜	21¾	14⅛	8	General.
	El Día	....	D	.....							8	
	Justicia	....	DexSun.	.....							8	
	La Mañana	....	D	.....								
Gualeguaychú (29,500)	El Argentino	1911	MD	5,000	Nicolas Montana	Nicolas Montana		2	15¾	21¾	8–12	General.
	El Censor	1902	ED	2,800							8	General.
	El Diario	....	D	2,800							8	
Juárez (12,000)	Claridad	....	D	.....								
	El Nacional	....	D	1,600							6	
	El Tribuno	....	D	800								
Jujuy (17,900)	Crónica	....	D	.....								
	El Día	1910	EDexSun.	1,200	Manuel Fermín Villarpando	Manuel Fermín V.		2⅛	22¼	14⅝	6	General.
	El Radical	....	D	.....								
	La Opinión	....	D	.....								
Junín (40,000)	Democracia	1931	ED	6,300	Dr. Moisés Lebensohn	Dr. Moisés Lebensohn	Ernesto Foschi	2⅛	19¾	14⅛	10	Com. & Agr.
	El Trovador	....	D	.....								
	El Tribuno	....	D	.....								
	La Voz del Pueblo	....	D	.....								
Lanús	Acción	....	D	.....								
La Plata (125,600)	Actualidades	....	D	.....								
	Buenos Aires	....	D	.....								
	El Argentino (7)	1906	MD	14,000	El Argentino	J. R. Otaño B.		2⅛	19½	13⅜	16	General.
	El Día (10)	1884	MD	42,500*	Hugo F. Stunz y Cía.	Hugo F. Stunz	E. J. Baccaro	2	20⅞	18¼	16	General.
	El Momento	....	D	.....								
	El País	....	D	.....								
	El Provincial	....	D	.....								
	El Tiempo	....	D	.....								
	Gaceta Comercial	....	D	.....								
	La Provincia	....	D	.....								
	Los Debates	....	D	.....								
	Los Principios	....	D	.....								
	Nuevos Rumbos	....	D	.....								
	Opinión	....	D	.....								
	Patria	....	D	.....								
	Sol Argentino	....	D	.....								
	Tribuno	....	D	.....								
Lincoln (30,000)	Ariel-Constitución	....	D	.....								
	Fibra	....	D	.....								
Lomas de Zamora (35,000)	Avance	....	D	.....								
	La Comuna	....	D	.....								
	El Derecho	....	D	.....								
	La Unión	....	D	.....								
Mar del Plata (46,500)	El Atlántico	....	D	.....								
	El Progreso	1896	MDexMon.	4,700	Julio Auliel	Julio Auliel		2¾	20⅞	13¾	10	
	El Trabajo	....	ED	.....								
	La Capital	1905	MD	.....		Victorio Tetamonti					8	General.
	La Hora	....	D	.....								
	La Libertad	....	D	.....								
	La Tarde	....	D	.....								
Mendoza (87,000)	La Libertad (6)	1923	MD	14,500D } 16,000S }	* Dr. Edmundo Alberto Cuervo	Dr. Edmundo Alberto Cuervo	Arturo Barattucci	2	20½	17	16–56	Com. & Ind.
	Los Andes (1)	1925	MD	30,000*	Jorge Calle et al	Jorge Calle	Luis A. Boccardo	2	23½	8	14–18	General.
Mercedes de Buenos Aires (18,100)	El Oeste	....	D	.....								
	La Provincia	....	ED	.....		E. Hareguy				5 col.	18	General.
	Mercedes	....	D	.....								
Mercedes de Corrientes (15,000)	El Independiente	....	D	.....								
Mercedes de San Luis (33,700)	La Montaña	....	D	.....								
	La Voz del Sud	1903	MD	3,000							8	
	Ecos Diarios	1921	MDexMon.	1,800	Soc. Ecos Diarios	Raúl Ygnacio	Enrique Ygnacio	2⅛	20⅞	15⅜	8	General.
	Necochea	....	D	.....							8	
	Tribuna Libre	....	D	.....								
Nueve de Julio (20,000)	El Porvenir	1895	MD	.....		J. Gallup de A.			22⅞	15¾	8	General.
	El Tribuno	....	D	.....								
Olavarría (27,000)	Democracia	....	D	.....								General.
	El Popular	1899	MD	.....							15	
	La Idea	....	D	.....								
Parana (73,200)	El Diario	1914	MD	.....		J. D. Castro		2⅛	22½	7 col.	16	General.
	La Acción	1912	MD	7,000		Manuel A. Crespo					..	General
	Libertad	....	ED	3,000								
ehuajó (15,400)	El Debate	....	D	.....							..	General
	El Diario	1933	MDexMon.	2,100	Cavetano Vitale	Cavetano Vitale & P. Landa	H. J. Rech	2½	17¾	23¾	8–10	General

(Continued on page 230)

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INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued from page 229)

ARGENTINA—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Pergamino (55,000)	El Tiempo	1927	MD	6,000							8	General
	La Opinión	1917	MD	6,500		Enrique Venini	Enrique Venini	2⅛	20⅜	15⅜	12	General
	La Tarde		D									
	La Tribuna		D									
Posadas (33,000)	Diario Oral		D									
	El Territorio		D	2,000							8	
	La Tarde		D									
Punta Alta (16,000)	El Regional		D									
	La Comuna		D									
	Nueva Epoca		D									
Quilmes (30,000)	El Sol		D									
	Tribuna		D									
Rafaela (69,500)	El Diario del Norte		D									
	El Norte		D									
	La Publicación		D									
Resistencia (12,000)	El Pueblo	1936	EDexSun.	1,500	César Espindola Moreira	César Espindola Moreira		4¾		7 col.	8	General
	El Territorio	1919	EDexSun.	4,500*	Zamudio, Viola & Vissón	Ernesto Zamudio	Ernesto Bissón	2⅛	22½	15⅜	8	
	La Voz del Chaco	1915	ED		Angel d'Ambra	Angel d'Ambra		2⅛	22⅞	15¾	8	General
Rio Cuarto (36,800)	El Figaro		D									
	El Pueblo		MD									
	Justicia	1921	MDexSun.	2,000	Ventura G. Ferreyra	Ventura G. Ferreyra		2⅛	20⅛	13	4	General
	Tribuna		D									
Rio Gallegos (7,100)	La Mañana	1937	MDexMon.	1,500		E. Schön		2¼	18¾	11¾	10	General
	La Unión		D									
Roque Sáenz Peña (10,000)	La Voz de Sáenz Peña		D									
Rosario (504,600)	Diario Nuevo		D									
	El Pueblo		D									
	El Tribunal de Comercio	1895	MD	10,000	Guillermo A. Blanco	Guillermo A. Blanco		2⅜	19⅝	13¼	8	Com. & Prof.
	La Acción (10)	1918	MED	32,000M 11,000E	La Acción	Dr. F. Scarabino	V. Scarabino	2	21⅝	15¾	16	Bus. & Sports
	La Capital (1)	1867	MD	63,300*	La Capital	J. Lagos Marmol		2	23¾	8 col.	24	General
	La Crónica	1914	ED		Mario Perazzi	Angel Saggese		2½	25⅜	17	12	General
	La Democracia	1924	ED	16,000	José Guillermo Bertotto	José G. Bertotto		1⅞	16½	15⅜	10	General
	La Tribuna	1931	MD	6,800*	Dr. Alberto Graffigna	Ing. Francisco Bustelo		2⅛	19¾	14⅛	12	General
	La República		D									
Salta (38,600)	El Intransigente (14)	1920	MD	12,000						7 col.	12	General
	El Norte		ED	1,500							6	
	El Pueblo		D									
	La Nueva Epoca	1910	ED	5,000		A. Cambolini		2⅜	17⅝	6 col.	4	General
	La Provincia		D									
	Proclama		D									
San Francisco (30,000)	El Progreso		D									
	La Voz	1915	MDexMon.	4,500	Formento y Martínez	Mario L. Formento	C. Martínez M	2	22½	15⅜	8	General
San Juán (20,000)	Diario Nuevo	1915	MD	5,000	Héctor Conte G	H. Conte G	A. A. Quiroga	2	19¾	15¾	8	General
	El Zonda		D									
	La Acción		D									
	La Reforma		D									
	Tribuna	1931	MD	7,000*	Dr. Alberto Graffigna & M. Atienzo	Ing. Francisco Bustelo	A. Alvarez	2⅛	19¾	13	12–16	General
San Luis (28,800)	La Opinión		D									
	La Reforma	1892	DexSun.	2,500*	Justo del Cerro	Justo del Cerro		2⅛	13¾	11¾	6	General
San Miguel (8,000)	Ariel		D									
	San Miguel		D									
San Nicolás de los Arroyos (30,000)	El Comercio	1906	MD			M. Urtubey						General
	El Norte	1872	MD					2½	20⅞	5 col.	4	General
	El Progreso		D								12	
	El Tribuno		D								12	
Santa Fé (145,500)	El Imparcial		D									
	El Litoral (7)	1917	ED	18,000	S. Caputto & T. A. Vittori	S. Caputto		2	20⅛	15¾	16	General
	El Orden (10)	1927	MD	28,000*	Alfredo Estrada	Alfredo Estrada	J. B. Vazeilles	2	19¾	15¾	16–48	
	La Mañana		D									
	La Nueva Epoca	1886	MD	15,000							12–16	
	La Provincia	1923	MD	10,000							16	
	Noticioso Mercantil y Jurídico		D									
	Santa Fé	1911	MD	10,000								
San Rafael	Crónica		D	600							4	
	El Comercio		D	300							4	
	El Orden		D								4	
Santa Rosa (11,800)	Germinal	1913	ED			A. Crona Martinez		2	20½	14⅛	6	General
	El Heraldo		D									
	La Arena		D									
	La Capital		D									
	La Tarde		D									
Santiago del Estero (64,500)	Acción		D									
	El Combate		D									
	El Liberal	1898	MD	8,000	Sind. Per. Andi	Dr. S. Castiglione		2⅛	22	15⅜	8–10	General
	La Unión		DexSun.	3,000							8	
Tandil (42,000)	El Eco de Tandil		ED	3,000							8	
	Nueva Era	1919	EDexSun.	6,000	José A. Cabral	O. J. Aboal		2⅛	20½	14¾	10	General
	Tribuna		D									
Trenque Lauquén (17,000)	El Diario		D									
	El Independiente		D									General
	La Opinión		D								8	
	El Progreso		D								4	
	La Tarde		D								6	
Tres Arroyos (42,000)	Crónica		D									
	La Comuna	1921	MD	11,500		Fabio F. Dufán					16	General
	La Hora		D									
	La Voz del Pueblo	1905	MD			E. Betolaza		2⅛	21¾	7 col.	8	General
*(Certified)												
Tucumán (140,000)	El Comercio		D									
	El Orden	1881	ED	18,000							14	General
	La Flecha		D									
	La Gaceta (6)	1912	MD	51,663		A. García H		2⅛	22¼	16¾	15	Upper
Veinticinco de Mayo	El Heraldo		D								10	
Villa María (35,000)	El Momento		D									
	El Tiempo		D	2,000							6	
	Heraldo	1929	MD	1,500		Figueroa & Larlus	S. R. Figueroa		17¾	12⅝	12	General
	Tercero Abajo		D									
Zárate	La Tarde	1915	ED	1,500	Leonidas Luna	Hugo Orlandi et al.		2⅛	21⅝	13¾	8	General

BOLIVIA (3,171,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Cochabamba (37,000)	El Imperial	1939	MDexMon.	2,500*		Romulo Arano Peredo	Carlos Rocavado		22	15	8–10	General
	El País		D									
	El Socialista	1936	MD	1,000							8	
	El Tiempo		D									
Cobija	La Frontera		D									
La Paz (205,000)	El Debate	1937	MD	4,800					22	15	8	General
	El Diario (11)	1904	MD	15,000	Empresa El Diario	M. N. Carrasco		1 15/16	20	7 col.	12	General
	El Mundo		D									
	Expraso de la Nañana		D									
	La Calle	1936	MDexMon.	15,000*	Armando Arce	Armando Arce	Luís Palacios	1⅞	19¾	6 col.	8	General
	La Crónica		ED								12	
	La Nación (14)	1939	MDexSun.	15,000				1⅞	19¾	8 col.	12	General
	La Noche (11)	1937	EDexSun.	5,000								
	La Razón (1)	1914	MD	15,000*	Empresa Ed. La Razón	V. Fernández y G.	V. Fernández y G	2	21	16⅞	12	General
	República	1920	MD	3,000		Gabriel González	T. F. Lescano	2¼	16½	6	4	General
	Ultima Hora (11)	1928	ED	5,000	Arturo Otero	Arturo Otero		2⅛	19	7 col.		General

*(Certified)

INTERNATIONAL DIRECTORY— LATIN-AMERICAN NEWSPAPERS

(Continued from page 230)

BOLIVIA—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Oruro (44,000)	La Mañana	1932	MDexSun.	7,000					22	15	6	General
	La Patria (1)	1919	MD	5,000	Dr. Demetrio Canelas	F. Loaiza B.		2	19¾	13⅜	8	General
	Noticias		D						15¾	9¾	8	General
Potosi (33,200)	Alas	1932	MDexMon.	2,100	Alas, S. A.	M. Calderón		2¼	18⅞	15	4	General
	El Republicano		D									
Puerto Suárez	La Frontera		D									
Riberalta (12,000)	Adelante		D									
Santa Cruz (20,700)	El Frente	1936	MDexMon.	2,000	Sixto Montero Joyos	Sixto Montero Joyos	Jesus Menacho		19¾	5 col.	4	General
	El Oriente		D									
	La Patria		D									
	La Región		D									
Sucre (29,900)	Adelante		D									
	El País		D									
Tarija (17,200)	El Antoniano		D									
	La Vanguardia		D									
Trinidad (15,000)	Renovación		D									

BRAZIL (45,500,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Aracajú (60,000)	O Estado do Sergipe	1932	MD	2,500	União Republicana de Sergipe	J. Simoes Britto		2⅛	17⅝	11⅛	4	General
	Sergipe Jornal	1920	ED	3,000	Dr. Baptista Bittencourt	Dr. B. Bittencourt		2⅛	18¾	13¼	4	General
Araquara (70,500)	O Imparcial	1932	MD	2,000	Soc. Imparcial, Ltda	Antonio Silva		1¾	20¼	13	8	General
Bagé (58,000)	Correio do Sul	1914	MD	4,000	Empr. Graph. Correio do Sul	Carlos Mangabeira		1¾	20	14⅞	6–8	General
	O Dever	1900	MD	3,500	A. L. Dupont	A. Dupont		1 1/16	24	16¼	6	General
Bahia (370,000).	A Tarde		ED									
(Address as São Salvador)	Diario da Bahia	1856	MD	8,000	Diario da Bahia, S. A.	Guyter Pacheco		2	21¾	14⅝	8	General
	Diario de Noticias	1875	ED	10,000	Diario de Noticias	Altamiranda Requiao		2	22⅝	16¼	8	General
	Diario Official	1915	MDexSun.	4,000	Bahia State Government	Dr. Bianor Baleiro		2½	14¼	7	56	
	O Estado da Bahia (21)	1933	ED	10,000	S. A. O Estado da Bahia	C. Laino Junior		2	22	14⅜	8–12	General
	O Imparcial	1918	MD	8,000	Cia. Ed. e Graph. da Bahia	Victor Hugo Aranha		1⅞	20¼	13⅝	8	General
Baurú (48,500)	Correio da Noroeste	1930	MD	4,000	José Fernandes	José Fernandes		1 13/16	19½	13	4	General
Belém (300,000)	Folha do Norte	1896	MD	10,000	Paulo Maranhão	Paulo Maranhão		2⅛	21¾	15⅜	8–16	General
	O Estado do Para	1910	MD	10,000	A. Justo Chermont	A. Justo Chermont		2⅛	22¼	15½	8	General
Belle Horizonte (180,000)	Diario da Tarde (21)	1930	ED	9,000	S. A. Estado de Minas	D. de Almeida Magalhães		2⅛	22	15⅛	6–8	General
	Estado de Minas (21)	1927	MD	25,000	S. A. Estado de Minas	D. de Almeida Magalhães		2⅛	22	15⅛	6–8	General
	Folha de Minas	1934	MD	15,000	S. A. Folha de Minas	Affonso de Melho Franco		1⅞	19½	13⅞	12–24	General
	Minas Gerais	1892	MD	21,000*	Minas Gerais State Government	Dr. Cyro Vergiano dos Anjos		2	15⅝	10⅛	16–32	General
	O Diario	1935	MD	15,000	Bôa Imprensa S. A.	Sandoval Babo		2	21 1/16	14¾	8–10	General
Blumenau (41,000)	Cidade de Blumenau	1924	MD	3,000	A. Balsini	Achilles Balsini		2⅛	19	13⅛	4	General
Bôa Vista do Erechim (87,000)	A Voz da Serra	1937	ED	2,000	G. Noal Carraro	N. Carmona Gallego		1 13/16	18⅞	11⅛	4	General
Botucatú (40,500)	Correio de Botocatú	1901	MD	1,500	M. Deodoro Pinheiro Machado	M. D. P. Machado		2⅛	19½	13¼	4	General
Campinas (140,000)	Correio Popular	1927	MD	6,000	Correio Popular, S. A.	José de O. Santos		2⅛	22½	15¼	8–12	General
	Diario do Povo	1912	MDexMon.	6,000*	Antonio Franco Cardoso	Washington Aquino Cardoso	A. da Silva Lisboa	1⅞	21⅜	15	8	General
Campo Grande (30,000)	Jornal do Commercio	1921	MDexSun.	1,800*	Dr. Jayme F. de Vasconcellos	Amarao Falcão et al	Dr. J. F. de Vasconcellos	2	16½	11	4	General
Campos (232,500)	A. Gazeta	1921	MD	3,000	Alvaro Neives	A. Alvarenga Filho		2⅝	22⅝	16	4	General
	Folha do Commercio	1908	MD	3,500	Associacão Commercial de Compos			2⅛	21⅜	15⅜	4–6	Com. Ind. Agr.
	Monitor Campista (21)	1834	MD	5,000	S. A. Monitor Campista	Joaquim de Mello		2⅛	22⅝	15½	4–6	General
Catanduva (34,000)	A Cidade	1930	ED	1,000	Joao Celestino da Costa	J. C. da Costa		1¾	19⅞	13	4–6	General
Cruz Alta (48,000)	Folha da Serra	1937	MD	1,500		Prado Junior		2⅛	14⅞	11	6	General
Curityba (120,000)	Correio do Paraná	1933	ED	6,000		Heitor Valente		1 13/16	19¼	13	8	General
	Diario da Tarde	1926	ED	5,000	Empreza Editora A Tarde, Ltda	Tito Carvalho		1 15/16	20⅝	14⅛	6	General
	Gazeta do Povo		MD			Dr. Placido E. Silva						
	O Dia	1923	MDexMon.	10,000*	Empreza Editora O Dia, Ltda.	Drs. Caio Machado & G. da Motta	Miguel Rosa	1⅛	20⅞	13	8	General
*(Certified)												
Florianopolis (51,000)	A Republica	1927	MD	3,000	Empreza Graphico-Editora, Ltda			2⅛	18¾	13¼	8	General
	Diario Official do Estado	1934	EDexSun.	2,000	Santa Catharina State Government	Batista Pereira						
	O Estado	1915	ED	3,500	Altino Flores	Altino Flores		2⅛	19½	13	8	General
Fortaleza (147,000)	Correio do Ceará (21)	1915	ED	6,000	S. A. Correio do Ceará	Dario de Almeida Magalhães		2⅛	20	13¼	8	General
	Gazeta de Noticias	1926	MD	5,000		Ruy Costa e Souza		1⅞	16¾	11⅛	12–16	General
	O Estado	1936	MD	4,000		Placido Castello		1⅞	15⅞	11⅛	16	General
	O Povo	1928	ED	3,000		Democrito Rocha		1 13/16	18¼	13	8	General
Garanhuns (80,000).	Garanhuns Diario	1938	MD	2,000		Dario Rego		1 13/16	11¾	9¼	4	General
Ilhéos (81,000)	Diario da Tarde		ED	3,500	Empreza Editora Diario da Tarde, Ltda							
Itapetininga (35,000)	Tribuna Popular	1923	MD	1,000	A Galvão	Galvão Junior						
Jahú (56,500)	Commercio do Jahú	1908	MD	1,500	Gomes & Cia	Octacilio Gomes		2	18½	12¾	4	General
João Pessôa (105,000)	A Imprensa	1897	MD	5,000						16⅞	8	
	A União	1882	MD	6,000	Parahyba State Government	Orris Barbosa		2⅛	16½	11	16–32	General
Joinville (38,500)	A Noticia	1922	MD	6,000	Aurino Soares	Aurino Soares		1⅞	20	13⅞	8	General
	Jornal de Joinville	1919	MD	2,000	Eduardo Schwartz	F. G. Schwartz		2⅛	18¾	13⅛	6	General
Juiz de Fora (127,000)	Correio de Minas	1897	ED	4,000	Editora Mineira, S. A.	José da Rocha Lagoa		1¾	19¾	13	4–6	General
	Diario da Matta	1932	MD	3,000		A. Salles Duarte		2⅛	19½	13¼	6	General
	Diario Mercantil (21)	1911	ED	8,000	S. A. Diario Mercantil	Dario de Almeida Magalhães		2⅛	20⅝	15½	6–8	General
	Gazeta Commercial	1924	MD	5,000	Associacão Commercial de Juiz de Fora	José da Rocha Lagôa		1¾	19¾	13	8	Com. Ind. Agr.
Maceió (134,000)	A Noticia	1930	ED	2,000*	José Antonio Silva	Jose Antonio Silveira	H. Silva		22½			General
	Gazeta de Alagôas	1933	MD	4,000		Luiz Silveria		2	19¾	14⅛	8	General
	Jornal de Alagôas (21)	1908	MD	6,000	S. A. Jornal de Alagôas	Dr. Arnon de Mello		1 15/16	10⅜	12¼	8–12	General
Manáos (91,000)	Diario da Tarde	1937	ED	3,000	H. Archer Pinto	H. Archer Pinto		2⅛	22¼	15 5/16	6	General
	Jornal do Commercio	1907	MD	5,000	Dr. Vicente Reis	Dr. Vicente Reis		2	21	16¼	8–12	General
	O Jornal	1930	MD	6,000	H. Archer Pinto	H. Archer Pinto		2	22¼	15 5/16	8	General
Maranhão	O Imparcial		MD			J. Pires						
Marilia (75,000)	Diario Paulista	1933	MD	1,500	J. A. Silva Filho	S. A. Silva Filho		1¾	19½	13⅛	4	General
Natal (53,000)	A Ordem	1935	MD	2,000	Centro de Imprensa C. M. M.	Otto Guerra		2⅛	20	13¼	4	Catholic
	A Republica	1889	MD	6,000	Rio Grande do Sul State Government	Eloy de Sousa		2⅜	15¾	11⅛	8–12	Official
Nichteroy (28,000)	Diario de Manhã	1921	MD	6,000	Jose de Mattos	Jose de Mattos		2	23⅝	17	6–8	General
	O Estado	1919	MD	8,000	S. A. O Estado	Mario Alves		2	21¾	16½	6–10	General
	O Fluminense	1878	MD	5,000	Luiz Azevedo	Luiz Azevedo		2	23½	17	6–10	General
Paranagua (28,000)	Diario do Commercio	1912	MD	3,000	Prefecture of the City	Cesalpino Passos						
Passo Fondo (78,000)	O Nacional	1925	ED	2,000	H. Annes & Cia	Herculano Annes		2⅛	19¾	13⅛	4–6	General
Pelotas (104,000)	A Opinião Publica	1896	EDexSun	5,000	Florencia D. de Moura	Mario Dias de Moura		1⅞	20½	15⅝	6	General
	Diario Popular	1890	MD	5,000	Graphica Diario Popular Ltda	Djalma de Mattos		2	19½	15¼	8	General
	O Libertador	1924	ED	3,000				1 13/16	22½	16½	4	General
Petropolis (90,000)	Tribuna de Petropolis	1902	MD	1,000	Arthur Alves Barbosa	Arthur Barbosa		2⅛	21⅞	15½	4	General
Piracicaba (77,000)	Jornal de Piracicaba	1900	MD	2,000	J. Franco	Leandro Guerrini		2	22¼	16¼	4	General
Ponta Grossa (36,000)	Diario dos Campos	1907	MD	20,650*	José Hoffmann	José Hoffmann	U. Stremel	2⅛	18½	13¼	8	General
Porto Alegre (337,000)	Correio do Povo	1895	MD	25,000	Empr. Vva. Caldas Junior & Cia., Ltda	Brenno Caldas		1 11/16	21½	15¾	12–24	General
	Deutsches Volksblatt (Ger.)	1871	MD	8,000	Cia. Mesler Ltda	Dr. Franz Mesler		1 13/16	16¾	11½	8–16	Ger. Agr.
	Diario de Noticias (21)	1925	MDexMon	30,000*	S. A. Diario de Noticias	Ernesto Coreia	J. Freire	2	20⅞	15¾	10–12	General
	Estado do Rio Grande	1929	EDexSun	15,000					17¾	12	12	Politics
	Folha da Tarde	1936	ED	25,000*	Empr. Vva. Caldas Junior & Cia., Ltda	A. Pasqualini	A. Obino	2	15¾	10¼	12	General
	Neue Deutsche Zeitung (Ger.)	1881	MD	15,000	Germano Gundlach & Cia	Germano Gundlach		2 1/16	18¾	12⅝	12–20	German
Recife (500,000)	Diario da Manhã	1927	MD	10,000	Empr. Diario da Manhã, S. A	R. Carneiro da Cunha		1 12/16	21¾	15	16	General
(also known as Pernambuco)	Diario de Pernambuco (21)	1825	MD	11,000	S. A. Diario de Pernambuco	Dario de Almeida Magalhães		2⅛	20⅝	15	12–24	General
	Diario da Tarde	1927	ED	8,000	Empr. Diario da Manhã, S. A	R. Carneiro da Cunha		2 1/16	21¾	15	6	General
	Folha da Manhã	1938	MD	8,000		Arthur de Móura		1⅞	16⅞	11½	16	General
	Jornal do Commercio	1919	MD	9,000	Jornal do Commercio, S. A	F. Pessôa de Queiroz		1 13/16	20	15	16	General
	Jornal Pequeno	1897	ED	8,000	Romeu E. Renato Medeiros	Romeu Medeiros		2⅛	22	15¾	6	Catholic
Ribeirão Preto (86,000)	Diario da Manhã	1897	MD	6,000	Costabile Romano	Costabile Romano		2⅛	20	15½	6	General
	Diario de Noticias	1928	MD	5,000	Jose da Silva Lisbôa	Jose da Silva Lisbôa		1 13/16	19½	13	8	General
Rio Claro (44,500)	Diario do Rio Claro	1886	MD	2,000	Jose David Teixeira	Jodate David		1 13/16	16¼	11⅛	6	General
Rio Grande (70,000)	O Tempo	1906	MD	3,000				2⅛	22½	15⅜	8–12	General
Rio Preto (65,500)	A Noticia	1924	MDexMon	3,000*	Empr. de Publ. A Noticia, Ltda	Leonardo Gomes	C. A. Gauch	1⅝	20⅛	13⅞	8	General

*(Certified)

(Continued on page 232)

INTERNATIONAL DIRECTORY— LATIN-AMERICAN NEWSPAPERS

(Continued from page 231)

BRAZIL—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Rio de Janeiro (1,800,000)	A. Nacão	1933	MD	5,000		A. França e J. de C. A. Silva		1 13/16	19 7/8	13 7/8	12-20	General
	A Noite	1911	ED	210,000*	S. A. Rio Editora	Octavio Lima	Almerio Ramos	2 1/16	21 1/2	15 3/8	8-16	General
	A Nota	1935	MED	80,000M 40,000E	Geraldo Rocha	Leão de Souza	Luiz Perrone	2 1/8	21 1/8	15 1/8	8-10	General
	A Noticia	1894	MD	3,000	Empr. de Publ. A Noticia, Ltda	Leonardo Gomes	C. A. Gauch	1 5/8	19 3/4	13 3/4	8	General
	A Patria	1920	MD	5,000		Antenor Novaes		2 1/8	21 3/4	15 1/8	8	Middle
	A Tarde	1938	ED	12,000	Empr. de Publ. Moderna, Ltda	Xavier de Araujo		1 3/8	15	10 1/2	16	General
	A Vanguarda	1921	ED	20,000	Oscas Motta	Oscas Motta		2 1/8	21 3/4	15	8	Middle
	Correio da Manhã	1901	MD	35,000	Dr. Paulo de Bittencourt	M. Paulo Filho		1 13/16	23	17	16-32	General
	Correio da Noite	1935	EDexSun	50,000	Dr. Mario Soares de Magalhães	Mario Magalhães	David F. Reis	2 1/4	21 1/2	15 1/8	8	General
	Deutsche Rio Zeitung (Ger.)	1921	MD	4,000		A. Staudacher		1 3/8	21 1/2	14 1/2	8	German
	Diario da Noite (21)	1929	ED	95,000	S. A. Diario da Noite	A. de Athayde		2	21 1/2	16 1/2	8	General
	Diario de Noticias (6)	1930	MDexMon	47,000*	S. A. Diario de Noticias	O. R. Dantas	Luiz Fragoso	1 7/8	19 3/8	15 1/4	12-16	Middle & Upper
	Diario Portuguez	1931	MD	6,000		Dr. M. M. Fabião		2 1/8	21 1/2	15 1/4	8	Portuguese
	Gazeta de Noticias	1872	MD	5,000	S. A. Gazeta de Noticias	Wladimir Bernardes		1 15/16	20	14	12	General
	Jornal do Brasil	1891	MD	55,000	S. A. Jornal do Brasil	Barbosa Lima Sobrinho		1 13/16	21 1/2	14 7/8	32	General
	Jornal do Commercio	1827	MD	10,000	Rodrigues & Cia	Elmano Cardim		1 13/16	23 1/4	18 5/8	16-32	General
	Jornal dos Sports	1931	MD	28,000		Mario Rodrigues Filho		1 13/16	21	15	4-6	Sports
	O Globo	1925	ED	90,000	Vva. Irineo Marino e Filho	Roberto Marino		2 1/8	21 1/4	15	8	General
	O Imparcial	1934	MD	10,000	J. S. Maciel Filho	J. S. Maciel Filho		2	14 7/8	10 3/4	12-16	General
	O Jornal (21)	1919	MD	35,000	S. A. O Jornal	Assis Chateaubriand		2	21 3/8	16 5/8	16-32	General
	O Radical	1931	MD	45,000	Rodolfo de Carvalho	Rodolfo de Carv lho		2 1/4	22	15	6-10	Lower
Santa Maria (62,500)	A Razão	1935	MD	6,000	Clarimundo Flores	Clarimundo Flores		2 1/8	22	15 1/4	6-8	General
	Diario do Interior	1916	MD	3,000	N. L. Osorio	N. L. Osorio		2 1/16	24	16 3/4	4	General
Santos (149,000)	A Tribuna	1894	MD	18,000	M. Nascimento Junior & Cia., Ltda.	M. Nascimento Junior		1 7/8	21	15 3/8	16	General
	O Diario	1936	MD	20,000	S. A. Diario Commercial	Carlos Laino Junior		1 3/4	20 7/8	14 5/8	12-16	General
Sao Carlos (54,500)	Correio de São Carlos	1898	MDexSun	1,500*	José Ferraz Camargo	E. Camargo		2	16 1/2	11	6	
Sao Luis (85,000)	Diario da Tarde	1931	ED	2,000				2 1/8	19	13 1/16	4	General
	Diario do Norte	1937	MD	2,000	Diario do Norte, Ltda	Antonio Lopes		2 1/8	19 1/4	13 1/4	6	General
	O Imparcial	1926	MD	5,000*	Dr. A. Pires Ferreira	J. Pires	J. Pires	2 1/8	19 1/4	13 1/4	8	General
	Pacotilha	1885	MD	5,000		Constancio Carvalho		2 1/8	19 1/4	13 1/4	6	General
Sao Paulo (1,200,000)	A Gazeta	1906	ED	6,000	Dr. Casper Libero	Dr. Casper Libero		2 1/8	19 5/8	13 5/8	12-16	Gen. & Sports
	Correio Paulistano	1854	MDexMon	50,000*	S. A. Empr. Correio Paulistano	Antonio M. de Oliveira Cesar	Antonio M. de Oliveira Cesar	2	19 3/4	14 3/8	16-24	General
	Correio de São Paulo	1931	ED	15,000	Empr. Paulista Jornalistica, Ltda	P. F. do Amaral		1 11/16	17 1/2	15	10	General
	Deutsche Zeitung (Ger.)	1897	NDexSun	25,000	Rodolpho Troppmair	R. Troppmair		1 1/2	23 1/2	17 1/8	10	German
	Diario da Noite (21)	1924	MNEDexSun	65,000*	S. A. Diario da Noite	Oswaldo Chateaubriand	N. de Carvalho	2	19 3/4	13 3/4	12	General
	Diario de São Pau'o (21)	1929	MDexMon	54 000*	Diario de São Paulo, S. A	Assis Chateaubriand	N. de Carvalho	2	19 3/4	13 3/4	14-18	Upper
	Fanfulla (Ital.)	1892	MD	20,000	Soc. Fanfulla, Ltda			2 1/4	21	15 1/2	8-12	Italian
	Folha da Manhã	1924	MD	35,000	Folha da Manhã, Ltda	D. de Lemos Azevedo		1 7/8	17 1/2	13 3/4	18	General
	Folha da Noite	1921	ED	25,000	Folha da Manhã, Ltda	D. de Lemos Azevedo		1 7/8	17 1/2	13 3/4	8-10	General
	Noticias do Brasil	1917	MDexSun	13,000	Seisaku Kuroishi	M. Samesima	S. Kuroishi	1 1/2	18 7/8	14 5/8	4	Japanese
	O Estado de São Paulo	1875	MDexMon EDexSun	100,000	S. A. O Estado de São Paulo	Dr. Francisco Mesquita	Dr. Carlos Vieira de Carvalho	1 13/16	23 1/8	16 7/8	16-32	General
Sorocaba (83,000)	Cruzeiro do Sul	1903	ED	2,000	Rocha & Correia	Carlos Correia		2 1/8	23 1/4	15 1/2	4	General
Therezinha (61,500)	Diario Official	1931	MD	5,000	Piauhy State Government			2 1/8	12 1/2	8 3/4	8	Official
	O Tempo	1932	ED	3,500	Claudio Pacheco	Claudio Pacheco		2 1/8	16 1/2	11	4	General
Uberaba (70,000)	Lavoura e Commercio	1899	ED	4,000	Quintiliano Jardim	Quintiliano Jardim		2 1/8	19 3/4	13 1/4	4-8	General
Victoria (37,000)	A Gazeta	1927	MD	3,000	S. A. A Gazeta	Francisco Feu Rosa		1 13/16	19 1/2	13	8	General
	A Tribuna	1938	MNED	4,000*	Reis Vidal	Reis Vidal		2	19 7/8	13 1/8	6	General
	Diario da Manhã	1906	MD	5,000	Espirito Santo State Government	Elpidio Pimentel		1 7/8	21 7/8	15 3/4	8-12	General

CHILE (4,300,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Antofagasta (58,000)	El Mercurio de Antofagasta (4)	1906	MD	15-20,000	Soc. Chilena de Publicaciones	H. Silva		2	20 1/4	7 col.	..	Upper
	El Popular	1938	MD	6,000				...	20	13 3/4	6	General
	Mi Diario (4)	..	ED	2,000	Soc. Chilena de Publicaciones	H. Silva		...	....	....	..	
Arica	El Pacifico	1901	MD	1,500				...	15	11	..	
Chillán (39,000)	La Discusión (1)	1870	MDexMon	9,000	Alfonso Lagos Villar	A. L. Villar et al		2	19 3/4	7 col.	8	General
Concepción (87,000)	El Sur(1)	1882	ED	20,000*	Aurelio Lamas			2	21	8 col.	..	General
	La Patria	1924	MD	20,000	Cox y Cia	Esequiel de la Barra		2	20 1/8	16	..	General
Copiapó (10,000)	El Amigo del País	..	MD	6,000				...	....	....	..	General
	El Atacameño	....	D	.....				...	....	....	..	General
	La Mañana	....	D	.....				...	....	....	..	
	La Opinión	....	D	.....				...	....	....	..	
Coquimbo (20,000)	El Norte	....	D	.....				...	....	....	..	
	El Progreso	....	MD	2,000	Carlos Brito			...	....	....	..	General
Curicó (16,000)	El Diario Comercial	1926	MDexMon	3,000	Julio Nilo Basualto	J. Nilo B	Amada de Herrera	2 1/4	19	13 1/4	6-8	General
Iquique (50,000)	Crítica	....	D	.....				...	....	....	..	General
	El Tarapacá (6)	1894	MD	5,000	Soc. Chilena de Publicaciones			2	20 1/2	14	6-8	General
	La Opinión	....	D	.....				...	....	....	..	General
La Serena (21,000)	El Chileno	1906	MD	6,000	Gabriel Gonzáles	Adolfo Salvatierra		2	21 5/8	15 3/4	4	General
	El Coquimbo	1879	ED	1,500	Julio Guerra M	Julio Guerra M		2 1/8	15	6	..	Rad. Soc.
	El Diario	1924	MD	2,500	Julio Hernández S	Julio Hernández S		1 7/8	19 5/8	15	4	General
Limache	Las Noticias	....	D	.....				...	....	....	..	

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(Continued on page 233)

EL MERCURIO — MORNING

LAS ULTIMAS NOTICIAS — MIDDAY

LAS SEGUNDAS — EVENING

The three leading dailies in Santiago, Chile, that are a dominant factor in forming the buying habits of the Chilean people.

REPRESENTATIVES

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630 Fifth Avenue New York City

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(*Continued from page 232*)

CHILE—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Magallanes (31,000)	El Magallanes	1894	ED	5,000	Sucesión de M. Hrdalo	Alfredo Andrade B.	Alfredo Andrade B.	2⅛	19¾	13	12	General
	La Unión	....	D	.....				...	....	....	..	
Maule	La Región	....	D	.....				...	....	....	..	
	La República	....	D	.....				...	....	....	..	
O'Higgins	El Teniente	....	D	.....				...	....	....	..	
Osorno (13,000)	El Diario de Osorno	....	D	.....		Ramon Leiva		...	....	....	..	General
	La Prensa	1917	MD	4,000	C. P. Ide			2	20⅛	....	8	General
	La Tarde	1935	ED	2,000	Andrés Valenzuela	Andrés Valenzuela		...	....	....	..	General
Ovalle (10,000)	El Tamaya	1876	MD	2,000	J. Jarquera V.	J. Jarquera V.		2	19	12¼	6	General
	La Opinión	....	D	.....				...	....	....	..	
	La Provincia	....	D	.....				...	....	....	..	
	La Tribuna	1939	MD	2,000*	Empresa Ed. La Tribuna	Luis Ernesto Muñoz	Enrique Denegri	...	19¾	13	4–6	Leftist
	La Verdad	....	D	.....				...	....	....	..	
Quillota (20,000)	El Diario	1899	ED	.....	Lucila Calderón	Lucila Calderón		2⅜	19⅝	14¼	4	General
	El Quillotano	....	D	.....		Domingo Ponce		...	....	....	..	General
San Antonio (3,000)	La Ley	....	D	.....				...	....	....	..	General
	La Voz del Puerto	....	D	.....				...	....	....	..	
Santiago (775,000)	Deutsche Zeitung für Chile (Ger.)	1870	MDexSun	9,600	P. Oestreich y Cia	W. Grünwald	C. Lehmann	1¾	21¾	14⅛	6	German
	El Diario Ilustrado (1)	1902	MD	43,000*	Empr. Per. de Chile, S. A	L. Silva S.	J. Silva S.	1¾	22½	15	20	Upper
	El Diario Oficial	....	MD	.....		C. Cerda		...	....	....	..	Official
	El Imparcial	1926	ED	20,000	Imparcial, S. A	A. Altamirano G.		3	....	....	20	General
	El Mercurio (4)	1900	MD	60,000D 100,900S	Empresa El Mercurio, S. A	A. Briseño		1⅞	20¾	8 col.	..	General
	La Aurora	....	D	.....				...	....	....	..	
	La Hora (6)	1935	MD	25,000	La Hora	M. Muirhead		2	21	16	16–24	General
	La Nación (6)	1917	MD	40,000	Empr. Per. La Nación, S. A	L. Gazmurri		2	20¾	15¼	16–22	Upper
	La Opinión	1932	MD	20,000				...	23	17	8	General
	La Tarde	....	ED	1,000				...	....	....	..	General
	Las Ultimas Noticias (4)	1900	EDexSun	70,000	Empresa El Mercurio, S. A			1⅞	15½	5 col.	16–18	General
Talca (58,000)	La Mañana (1)	1906	MD	3,000	Vicente I. Rojas	Carlos Iturriaga S.		2½	20	6 col.	8	General
Tal Tal (4,000)	La Razón	1909	ED	.....	C. Thompson			2⅛	18⅞	6 col.	6	General
	La Voz del Pueblo	....	....	.....				...	....	....	..	General
Temuco (77,000)	El Diario Austral (1)	1916	MD	14,000*	Soc. Periodística del Sur	Oscar Arellano	D. Sierpe G.	2⅛	20½	14⅝	14	Com. & Ind.
	La Opinión	....	D	.....				...	....	....	..	
Tocopilla (12,000)	La Prensa (4)	1924	MD	2,500	Soc. Chilena de Publicaciones	F. Murillo L.		2	20½	14⅛	8	Upper
Valdivia (50,000)	El Correo de Valdivia (1)	1895	MD	5,000	Soc. Per. del Sur	L. Silva		2⅛	23	7 col	8	General
	La Tribuna	....	D	.....				...	....	....	..	
Valparaiso (255,000)	El Heraldo	1888	MD	2,000	Emilio Aris Fernández	E. A. Fernández		2⅛	19¾	13¾	6	General
	El Mercurio (4)	1827	MD	37,300	Empresa El Mercurio, S. A	J. Lepeley		1⅞	21	8 col.	16–18	General
	Gaceta de Navegación	1911	MD	1,000				...	....	....	..	Shipping
	La Estrella (4)	1827	EDexSun	10,300	Empresa El Mercurio, S. A	A. F. Carmona		1⅞	14¼	5 col.	16–18	Middle
	La Unión (6)	1885	MD	24,040D 29,400S	Soc. Fernando Silva	H. Muños Montt		2⅛	22½	16½	12–16	Upper
	L'Italia (Ital.)	....	MD	2,000	Soc. Per. L'Italia	P. Ruffo		...	....	....	..	Italian

COLOMBIA (8,700,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Barranquilla (152,400)	El Heraldo (1)	1933	MDexSun	8,000*	Empr. Periodística, S. A	Dr. Juan B. Fernández	C. M. Pereira	2	21	16	12–16	Liberal
	La Prensa (6)	1928	MDexSun	14,000*	Empresa Ed. Martínez Aparicio S. A.	Carlos Martínez A.	A. Martínez A.	2¼	21¼	16	12–36	General
Bogotá (330,400)	Diario Oficial	1864	MD	9,400*	Government of Colombia	S. Correal T.		...	....	....	8–36	Official
	El Diario Nacional	1918	MD	7,000		Dr. B. Silva Herrera		..	9¾	6¾	12	General
	El Espectador (6)	1888	EDexSun	26,400*	Dr. Luis Cano	Dr. Luis Cano		2	21	8 col.	8–12	General
	El Liberal (10)	1911	MD	23,000*	Lleras, García Alvarez & Cía	Dr. Alberto Lleras C.	E. Gómez L.	2	18	12	16–32	Liberal
	El Siglo (11)	1936	MD	26,000*	Soc. An. El Siglo	L Gómez & J. de la Vega	J. E. Escobar	2	20¾	16½	12–24	General
	El Tiempo (1)	1911	MD	61,500*	Dr. Eduardo Santos	R. García Peña	A. Pérez R.	2	20	16	18–24	General
	La Razón (11)	1936	MD	15,000*	Soc. An. La Razón	E. Restrepo & F. García R.		2	20	16	12	Com. & Ind.
Bucaramanga (51,300)	Vanguardia Liberal (1)	1919	MDexMon	6,000	Alejandro Galvis Galvis	A. Galvis Galvis		2¼	21	17½	..	General
Cali (101,900)	Correo de Cauca	....	MD	.....				...	....	....	..	
	Diario del Pacífico (1)	1920	MDexSun	6,000*	Nicolás Borrero Olano	Nicolás Borrero Olano		2	20¼	16½	10–24	Middle & Upper
	La Pluma	....	D	.....				...	....	....	..	
	Relator†	1915	EDexSun	24,000*	Empr. Ed. de Relator, S. A	Jorge Zawadsky et al		2⅛	21	8 col.	12	General
Cartagena (85,000)	Diario de la Costa (1)	1915	MDexMon	8,500*	Carlos Escallón	Carlos Escallón et al		2	20	16	8	General
	El Figaro (11)	1936	MDexSun	5,000	Editorial El Figaro	Lázaro Espinosa		1⅛	20	17⅝	10	General
Cucutá (57,300)	Comentario	1922	D	1,000				...	17¾	12¼	4	General
	Diario Liberal	....	D	.....				...	....	....	..	General
	La Tarde (14)	1915	ED	1,800	La Tarde, S. A	F. Barrios B.		1⅞	17	13	4	General
Manizales (86,100)	La Patria (4)	1922	MD	12,000		D. Duquel		2	20¼	8 col.	8–12	Upper
	La Voz de Caldas (1)	1925	MD	3,000	Eudoro Galarza Ossa	E. Arias M.		2	17½	12	12	General

(*Continued on page 234*)

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"ESFERA" . . . . . BOGOTA

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ESFERA (formerly Estampa en la Guerra), beautifully illustrated rotogravure news-magazine, brings to the Colombian public up-to-the-minute news and photos. That this publication has received wide acceptance is attested to by the fact that circulation has now reached the imposing total of 36,383 net paid copies per issue.

ESTAMPA and ESFERA, under the leadership of well-known Colombian journalists of the temperate side of the Liberal Party, owe no allegiance to any outside sources—strictly independent—Colombian magazines for Colombians. ESTAMPA has absolutely no connection with any other magazines bearing the same name published in any other Latin American country or in Spain.

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International Publishers' Representatives
19-25 WEST 44TH STREET NEW YORK, N. Y.

EL SIGLO of Bogota, Colombia

EL SIGLO is the only popular daily newspaper of Bogota with a *conservative* editorial policy. The publisher's paid circulation claim of 22,000 copies definitely is identified with that part of Colombian families who have more or less stable purchasing power. This circulation consists of 10,000 paid subscribers, 5,000 sold through newsstands, and the sale by newsboys amounts to 7,000 copies. Free copies to advertisers, agencies, etc., 2,000 copies. Due to this high circulation and to the type of families to whom EL SIGLO caters, local manufacturers and business houses of Bogota are using full pages in EL SIGLO for their advertising. The volume of American advertising carried by this newspaper for the first part of 1939 has been about 300% greater than in 1938. We shall be glad to supply you with further information, sample copies and advertising rates.

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UNIVERSAL PUBLISHERS REPRESENTATIVES, Inc.
500 FIFTH AVE. Tel PEnnsylvania 6-0408 NEW YORK, N. Y.

The directors of "El Siglo" are, at the same time, the leaders of the Colombian Conservative Party which unquestionably control the country's majority. This accounts for the increase of its readers.

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued on page 233)

COLOMBIA—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches Col.	Col. Length Inches Col.	Page Width Inches Page	Aver. No. Pages Aver.	Appeal
Medellin (148,300)	El Colombiano (11)	1912	MD	10,000*	Dr. F. Gómez M. & J. C. Hernández	Dr. José Mejia M & A. Londoño	F. Gómez M	2	19½	15¾	12	Middle
	El Diario	1930	MDexSun	6,000					19½	12¾	8	General
	El Heraldo de Antioquia (1)	1926	MD	10,000		J. Tobón Quintero		2	21	8 col.	16	General
	La Defensa (14)	1919	EDexSun	6,000	Empr. La Defensa	Dr. H. Tobar H		2	21	7 col.	16	General
Palmira	Nueva Patria (14)	1930	ED	7,000					17	5 col.	8	General
Pasto (55,800)	Renacimiento (10)	1923	D	5,000	Renacimiento	Rafael Folleco		2⅜	17	12	4	General
Pereira (60,500)	El Diario (13)	1929	EDexSun	3,000*	Emilio Correa Uribe		R. Cano G	2	6 col.		8	General
Popayán (30,100)	El Liberal		D			Pedro Bejarano						
Santa Marta (33,300)	El Estado	1921	MDexSun	1,500	Empr. El Estado	P. Zagarra B. et al.		2¼	20	13⅛	6	General
Sincelejo (19,600)	El Anunciador (11)	1910	MDexSun	3,000*	Eugenio Quintero Acosta	Eugenio Quintero Acosta	Srta Olga Quintero	2¼	17	12	4	General

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COSTA RICA (606,600)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches Col.	Col. Length Inches Col.	Page Width Inches Page	Aver. No. Pages Aver.	Appeal
San José (63,500)	Diario de Costa Rica (7)	1918	MDexMon	10,000*	Otilio Ulate	Otilio Ulate	Max Acosta	2	20	16	8	General
	La Hora (7)	1932	EDexSun	8,000	La Hora	Otilio Ulate	Max Acosta	2	15	5 col.	8	General
	La Prensa Libre	1889	EDexSun	7,500	José Borrase R	M. Cedeno B		2	12¾	17½	8-24	General
	La Tribuna (6)	1919	MD	9,000	La Tribuna	J. M. Pinaud		2⅛	20½	16½	8-16	Upper
	Novedades	1936	MDexSun						15	10	8	General

CUBA (4,000,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches Col.	Col. Length Inches Col.	Page Width Inches Page	Aver. No. Pages Aver.	Appeal
Banes (32,000)	El Demócrata	1918	D	150					22	15	4	General
	El Pueblo	1915	EDexSun	1,000*	Fernando Rodríguez Rojas			2½	21	6 col.	4	General
	Voz Nacionalista		D									General
Baracoa (40,000)	Adelante		D									
Caibarién (18,000)	El Imparcial		D									
Camagüey (133,000)	Acción	1936	EDexSun	1,700*	A. A. Pérez E	A. A. Pérez E		2⅛	21	15¾	8	General
	El Camagueyano (1)	1927	MDexMon	9,000	Cia. El Camagueyano, S. A.	Dr. W. J Rodríguez		2	22½	16¼	8-12	General
	La Región		D									
	Noticiero	1931	DexSun	1,500	Dr. José A. Plá	Francisco Díaz		2¼	21	15¾	4	General
Cárdenas (36,000)	El Comercio		EDexSun	1,500	Francisco G. Bacallao	Francisco G. Bacallao		2¼	18	11¼		General
	La Antorcha	1930	EDexSun	1,000				2¼	13¼	9	4	General
	La Democracia		EDexSun	750		V. González			20¾	14	4	General
	La Unión (14)	1899	EDexSun	1,750	Victoriano Alvarez	Victoriano Alvarez	J. C. Toscano	2½	22	7 col.	4	General
Ciego de Avila (40,000)	El Pueblo	1905	EDexSun		Aredondo Hnos	Tomas Aredondo V		2¼	20	15½	8	General
	La Región	1919	EDexSun	500	Enrique García P	Enrique García P		2¼	18	12	8	General
Cienfuegos (40,000)	El Comercio (4)	1902	NDexSun	7,000	Pedro Antonio Aragonés	Eduardo Aragonés		2¼	21	15½	8	General
	La Correspondencia (1)	1899	EDexSun	12,000	La Correspondencia, S. A	F. R. Velis et al		2	20	17	8	General
Guanabacoa	La Publicidad		D									
	La Tribuna		D									
Guantánamo (14,000)	El Nacionalista		DexSun	500					19	11		General
	La Tribuna	1925	ED			N. Balbuena					4	General
	La Voz del Pueblo	1899	DexSun			J. Vásquez			24	18	6	General
Habana (550,000)	Alerta (6)	1935	EDexSun	11,900D 16,400M	* Celso González			2	16	10½		General
	Avance (4)	1933	EDexSun	18,000D 30,000Sat	Cia. Cubana de Publicaciones, S. A.			2⅛	21½	8 col.	14	Upper
	Diario de la Marina (6)	1832	MD	27,950D 52,760Sat	* Diario de la Marina, S. A	J. I. Rivero	R. M. Benitez	2	21	16½	28-48	Upper

CIRCULATION SUCCESS . . . .

Cuba

"Vanidades," monthly Cuban magazine for women, is now a member of the *Audit Bureau of Circulations*. Audit for the six months ending December 31, 1939, shows an average net paid circulation of 42,794, by far the largest circulation of any Cuban monthly magazine and second only to that of "Carteles," weekly issued by the same publisher.

As a result of its outstanding success, "Vanidades" will, with its February, 1940, issue, appear *twice a month*, on the 15th and on the 30th. With the same issue, "Vanidades" will start running full-length novels, each to be completed in two issues.

The twenty years of publishing experience gained by "Carteles" has contributed to the rapid and thorough acceptance of "Vanidades" throughout Cuba and the entire Caribbean Basin. Designed specifically for women, it is made up of a wide range of departments, articles and fiction, photographs and drawings, dress and other patterns. A great part of the magazine is in full color.

"Vanidades" is represented abroad by

JOSHUA B. POWERS, Inc.

220 EAST 42nd STREET, NEW YORK

VAnderbilt 6-2274

Buenos Aires • Rio de Janeiro • London • Paris • Berlin

EL COLOMBIANO ***of Medellin, Colombia***

"ANTIOQUIA'S OLDEST NEWSPAPER"

• Recently, EL COLOMBIANO published the messages of the President of the Republic, Dr. Eduardo Santos, and of the Governor of the Department of Antioquia. These messages reflect the decision of Colombia to stand solidly with other American nations, and the assurance that it is ready to confront the present world crisis.

COLOMBIA has a great wealth of natural resources; its gold mines are working in full capacity; the Gulf Oil Company has just laid a new pipe line 250 miles long; industry is being developed at full speed—and a great deal of material and products need to be imported from the United States.

If you wish to get your share of this business in the Colombian market, consider the "Department of ANTIOQUIA," one of its most important sections; and "EL COLOMBIANO," its most prominent daily newspaper.

Write for our descriptive circular.

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500 FIFTH AVENUE Tel.: PEnnsylvania 6-0408 NEW YORK CITY

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued from page 234)

CUBA—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Habana—Continued	Diario Finanzas	1934	MDexMon	5,000*	Manuel Camio y R	Manuel Camio y R	L. Amador de la P	2¼	21	8 col.	8	Com. & Ind.
	El Crisol (10)	1934	MNDexSun	77,500	Alfredo Izaguirre y Hornedo	J. C. González Rebull		2	21	8 col.	8	General
	El Mundo (4)	1901	MDexMon	18,700D 38,000S	Diario de Inf. El Mundo, S. A	A. García Ruiz		2⅛	21½	8 col.	24	Upper
	El País (7)	1912	MED	95,000Reg. 117,000 Lot.	Empr. Ed. El País. S. A	J. M. Caicoya	Gonzalo Menéndez	2	21	17	16-24	General
	Flecha		D									
	Frente		D									
	Heraldo Comercial	1917	MD	10,500	Heraldo Comercial, S. A	A. S. Alvarez		2¼	22	17½	8	Agr. Com. Ind.
	Hoi Men Kong Po (Chin.)	1913	MDexSun	3,800	Hoi Men Kong Po, S. A			2	19½	15½	8	Chinese Repub.
	Información (12)	1932	MDexMon	54,100*	Información, S. A	Dr. Santiago Claret	J. N. Hernández	2 1/16	21½	14¾	16	General
	La Discusión	1911	MDexMon	84,000					20½	12½	8-10	General
	La Prensa		D									
	Man Sen Yat Po (Chin.)	1920	NDexSun	10,000	Kuomintang National Party	Juan A. Cheng			23	34	10-12	Chinese Nat.
	Marina Rotogravure		MDexMon									General
	Noticias de Hoy	1938	MDexMon	18,000*	Empr. Ed. Noticias de Hoy	Anibal Escalante Dellunde	Francisco Sánchez	2⅛	21	14¾	12	General
	Noticiero Mercantil	1935	MDexMon	3,100	Noticiero Mercantil, S. A	G. Pérez		2	22	16½	8	Financial
	Pueblo	1937	EDexSun	12,600	Empr. Ed. de la Habana, S. A	Dr. L. F. Marsal		2	21½	16¾	16	General
	The Havana Post (Eng.) (4)	1898	MDexMon	10,000	Havana Post, Co., Inc	Clara P. Pessino		2⅛	20¾	8 col.	10-16	Eng.-Speaking
	Wah Mon Sion Po (Chin.)		EDexSun	50,000	Wong Chong Wu	E. Wung		4	20	15½	12	Chinese
Holguín (17,000)	Diario de Holguín	1922	NDexSun	1,000	Felipe Pérez Jiménez	F. Pérez J		1¼	17½	11⅞	4	General
Manzanillo (26,000)	Orientación	1934	EDexSun	5,000	Orientación, S. A	H. Portal		2⅛	20½	13½	6	General
Matanzas (46,000)	El Imparcial	1886	EDexSun	1,900	Cía. Impresora, S. A	F. U. Cases y R		2⅛	21	17½	8	General
	El Republicano (14)	1900	EDexSun	4,500	Ramón Solés	Ramón Solés		2½	22	7 col.	4	General
Nuevitas	El Triunfo		D									
Pinar del Río (15,000)	La Región		D									
Puerto Padre (5,000)	El Liberal		D									General
	El Localista		D									
Sagua la Grande (33,000)	El Popular		D									
	El Tiempo		D			J. M. Carneade						General
	La Patria		D			F. Rosales M						General
Sancti Spiritus (27,000)	El Fénix	1894	EDexSun	3,000	Soc. de V. Taboada	J. D. Taboada			18	13	4	General
San José de las Lajas	La Voz Lajera		D									
Santa Clara (30,000)	El Pueblo		D									
	La Mañana		MD			R. de la Paz						
Santiago (143,000)	Diario de Cuba (1)	1917	MDexMon	20,000	Eduardo Abril Amores	Mario Abril D		2¼	17¼	15¼	12-16	General
	El Combate	1917	MD			A. E. Ferrer		2⅛	17⅞			General
	La Libertad	1934	MDexMon	10,000	Esteve & Morales			2¼	20¾	15¾	8	General
	Las Noticias	1931	MDexMon	4,000					22	15	12	General
	Oriente (4)	1937	MDexMon	8,700	Carlos Dellunde M	Dr. C. Dellunde		2¼	21	7 col.	8	General
	Prensa Libre	1924	D	6,500					21	13	12-16	General
Trinidad	El Tiempo	1924	EDexSun	5,000*	José Zayas Rodríguez	José Zayas Rodríguez		2½	16	10	6	General
	La Prensa	1907	ED		Capestany Hnos	J. S. Capestany						General
Victoria de las Tunas (63,000)	El Imparcial		D									General

DOMINICAN REPUBLIC (1,580,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Barahona	El Esfuerzo		D									
	La Crónica		D									
Ciudad Trujillo (71,000)	Diario del Comercio (7)	1930	NDexSun	7,000	José M. Roques Román	J. M. Roques R	J. A. Martínez B	2	17¾	16¾	8	General
	Listín Diario (1)	1889	MD	7,500	A. J. Pellerano A., C. por A	A. Pellerano S		2	20¼	16½	8	General
	La Opinión (6)	1922	ED	10,000	La Opinión, C. por A	R. M. de Lepervanche		2⅛	20⅜	16½	8	General
	La Tribuna	1932	ED	4,000	C. E. Tirado				29	21	6	General

*(Certified)

(Continued on page 236)

CARIBBEAN LEADERSHIP

The audited net paid circulation of "Carteles" of Havana for the 6 months ending December 31, 1939, was 47,057, which represents the largest circulation of any Cuban publication. **Its recent rapid growth makes it almost certain that it will be greater than 55,000 in early 1940.**

•

"Carteles" leads the second Cuban weekly in circulation in a ratio of better than 2 to 1. In the other islands of the West Indies and in those Central and South American countries which rim the Caribbean, this ratio is greater than 8 to 1. In Venezuela alone, "Carteles" has a weekly sale of more than 7,000 copies.

•

Its editorials, first run serials, short stories and interpretative articles by writers of international reputation, style, sport and children's pages and columns, its photographs—many in full color—have given "Carteles" this leadership throughout Cuba and the Caribbean Basin.

"Carteles," the National Weekly of Cuba, is represented abroad by:

JOSHUA B. POWERS, Inc.

220 East 42nd Street • New York

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London - Paris - Berlin - Buenos Aires - Rio de Janeiro

More than a Century of Cuban Leadership

SINCE its establishment 107 years ago "Diario de la Marina" has held dominant position among the newspapers of Cuba.

Its domestic news coverage is complete, its foreign news is supplied by the Associated Press, Havas, Visasig and direct wire from the New York "Herald Tribune"; its editorials are quoted throughout the Spanish-speaking world; features include a daily rotogravure section, daily and Sunday comic sections, Editors Press Service and King Features. "Diario de la Marina" is bought each day by 65% of Cuban families with incomes of $5,000 and over, 41.5% of Cuban families with incomes between $2,500 and $5,000. More than 70% of the circulation of "Diario de la Marina" is by paid for in advance subscriptions; more than 90% of it goes to regular daily subscribers.

"DIARIO DE LA MARINA" carries more advertising and enjoys higher advertising revenue than any other Cuban newspaper.

"DIARIO DE LA MARINA" is more than a Havana daily newspaper; it is the NATIONAL DAILY OF CUBA.

"Diario de la Marina" is represented abroad exclusively by:

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220 EAST 42ND STREET NEW YORK CITY

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INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued from page 235)

DOMINICAN REPUBLIC—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
La Vega (7,000)	La Palabra	1929	ED	1,500		Ramón A. Ramos G		...	18	12	4	General
Puerto Plata (9,000)	El Porvenir	1872	EDexSun	200	Pedro Antonio Castellanos	Ignacio Certad H	A. Rodríguez D	2½	15	12	4	General
San Pedro de Macoris (20,000)	La Prensa		D									General
Santiago de los Caballeros (20,000)	El Diario	1902	ED		Rafael Munardi	J. Antonio Hungria		2¼	21½	15¼	8	General
	La Información	1915	NDexSun	2,500	La Información, C. por A	Luis A. Franco		2	20	8 col.	8	

ECUADOR (2,700,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Ambato (10,000)	La Crónica		D									
Bahia de Caráquez (6,000)	El Globo	1911	MD	5,000	Empr. El Globo	C. B. Palau		2⅛	13	8	8	General
Cuenca (42,000)	El Diario del Sur		D									General
	El Mercurio	1925	MD		Sarmiento Hnos	Dr. José Sarmiento		2	19¾	13	6	General
	El Progreso		D									General
	La Nación	1933	MD				A. F. Córdova		23⅝	15¾	4	General
	La Republica		D									
Esmeraldas	El Norte		D									
Guayaquil (140,000)	El Telégrafo (1)	1884	MD	16,000D 19,000S	* Cía. An. El Telégrafo	J. Santiago Castillo		2	21½	16½	10-16	General
	El Universo (4)	1921	MD	22,000*	La Soc. An. El Universo	Ismael Pérez Pazmiño	B. Pérez C	2	21¼	15¾	16	General
	Gaceta Marítima		D									Maritime
	La Opinión Pública		MD									General
	La Prensa	1923	ED	3,000	Pompilio Ulloa Reyes	Pompilio Ulloa Reyes		2½	21⅝	13⅝	8	General
Loja (17,000)	El Heraldo del Sur		D									General
Manta (5,000)	El Mercurio (14)	1925	MD	3,000					17	4 col.	4	General
Portoviejo (5,000)	El Cronista		D			L. Ginés						General
	La Provincia		D									General
Quito (110,000)	El Comercio (17)	1906	MD	18,000*	Carlos Mantilla	Carlos Mantilla	J. Mantilla	2	20¾	16¼	12-16	General
	El Debate		D									
	El Día (14)	1913	MD	12,500	Ricardo Jaramillo	Ricardo Jaramillo		2	20	8 col.	8	General
	Ultimas Noticias (10)	1938	ED	10,000	Carlos Mantilla	Carlos Mantilla	J. Mantilla	2	15½	10¼	12	General

EL SALVADOR (1,500,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Ahuachapán (30,800)	Diario de Ahuachapán	1924	MD	1,000	Dr. Antonio R. Lagos	J. E. Torruño			12	9	4	General
San Miguel (44,100)	Diario de Oriente		MD						22½	17½	6	General
	La Nación	1923	MDexMon		Rubén Membreño	E. Grimaldi		2¼	18⅞	15⅝		General
San Salvador (101,000)	Diario Latino (7)	1890	MDexSun	8,300	Miguel Pinto	Miguel Pinto		2	20	16	10D 26Sat	General
	Diario Nuevo (11)	1933	MDexSun	8,500	Ceballos y Rodezno	Manuel Ceballos		2	20	8 col.	10-12	General
	El Diario de Hoy (6)	1936	MDexMon	10,750*	N. Viera A. & Mercedes M. de Viera	S. Viera A			13¼	5 col.	16-20	General
	El Gran Diario		DexSun									
	La Prensa Gráfica (1)	1915	MDexMon	9,800*	Dutriz Hermanos	José Quetglas & Ramón Pleites	Alex Dutriz	2	20½	5 col.	16	General
Santa Ana (82,300)	Diario de Occidente	1910	MDexSun	3,500*	Rosa Valle	R. H. Quintanilla et al	A. García	2¼	20	6 col.	8	General
	Diario de Santa Ana		MD			T. Trujillo O			22½	17½	6	General
Sonsonate (21,000)	Heraldo de Sonsonate		D						22½	17½	8-10	General

*(Certified)

ON FEBRUARY 1st, 1940

there will be published the first issue of a new daily newspaper:

LA NACION

of

Ciudad Trujillo, Dominican Republic

Issued each morning, Sunday included, "La Nación" will be a standard-size newspaper with a minimum of sixteen pages. It will carry full, world-wide United Press cable and radio news, its coverage of national and local events will be complete, it will have Editors Press Service and North American Newspaper Alliance features. The Sunday issue will have an 8-page comic section in colors.

"La Nación" will be edited by Rafael Vidal. J. M. Nouel, jr., will be general manager. Both Sr. Vidal and Sr. Nouel are experienced newspapermen and it is expected that "La Nación," under their guidance, will soon occupy first position among Dominican newspapers.

For sample copies, rate cards and further details regarding "La Nación" please write to its exclusive foreign representative—

JOSHUA B. POWERS, INC.

220 EAST 42nd STREET NEW YORK CITY

VAnderbilt 6-2274

Buenos Aires Rio de Janeiro London Paris Berlin

DIARIO NUEVO

of San Salvador, El Salvador, C.A.

DIARIO NUEVO is located in the center of the city of San Salvador and occupies an ample and modern concrete building where the editorial and administration offices are to be found. The printing shop with a modern Duplex press, several linotypes and a Ludlow machine are also housed here. The publishers employ the latest methods of distributing their newspapers so that every subscriber receives his copy in due time. Its circulation is the highest attainable in that country and it may be read almost simultaneously in the interior of the country and San Salvador. DIARIO NUEVO'S *circulation is the only one which is certified by the Chamber of Commerce and Industry of El Salvador.*

For further particulars, write for our descriptive circular.

Represented in the United States by:

UNIVERSAL PUBLISHERS REPRESENTATIVES, Inc.

500 FIFTH AVENUE NEW YORK, N. Y.

Tel.: PEnnsylvania 6-0408

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued from page 236)

GUATEMALA (2,450,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Guatemala (150,000)	Diario de Centro América	1880	EDexSun	5,000	Government	José Rodríguez Cerna			20¼	13½	6–12	Official
	El Imparcial (1)	1921	NEDexSun	10,000*	Alejandro Córdova	Alejandro Córdova	C. Gándara S	2	21	16½	8	Com. & Ind.
	El Liberal Progresista	1931	EDexSun	7,800	Empr. El Liberal Progresista	C. E. Larraondo		2	20	16	8	General
	Nuestro Diario	1922	EDexSun		Muñoz Plaza y Cia	F. Hernandez L			20½	15¾	8–16	General
Quetzaltenango (50,000)	Cronos		D									General
	La Epoca	1925	ED		Héctor Quiñones	E. de Quiñones			20	14½	8	General

HAITI (3,000,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Port-au-Prince (125,000)	Haiti Journal	1929	EDexSun	3,000	Félix Viard	Félix Viard			24	18	4–6	General
	Le Matin (14)	1907	MDexSun	5,000	Clement Magloire	Clement Magloire		2½	21	6 col.	8	General
	Le Nouvelliste	1896	EDexSun	5,000	Ernest G. Chauvet	Ernest G. Chauvet				5 col.	6	General

HONDURAS (963,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Amapala (5,400)	Amapala		D			Dr. Amado A. Pinel						
Choluteca (13,600)	Comentarios		D									General
Gracias (6,701)	La Voz de Lempira					Dr. Salvador Chinchilla						
La Ceiba (13,800)	Diario del Norte	1922	EDexSun	1,200		J. Fernández V			22	15½	4	General
	El Atlántico		D			Dr. Angel Maya P						General
	El Heraldo	1936	EDexSun	1,000		Almicar Cruz G			20	13	4	
	Pro Patria		D									
Progreso (13,800)	El Esfuerzo		D									
	Social		D			Dr. Tito Calderón						
Puerto Cortés (11,400)	La Chispa		D			Dr. Luis A. Javier						General
San Pedro Sula (17,600)	Actualidades	1935	MD	5,000	Lucas Paredes	Lucas Paredes		2⅛	16	8¾	8	General
	El Buen Amigo		D			Dr. Cura Paracó						General
	El Diario Comercial (Span.-Eng.) (4)	1932	ED	5,000	Cia. Editora de Honduras	E. Mata		2	20½	8 col.	8–12	General
	El Norte	1921	MDexMon	5,000	Vidal Mejía	Vidal Mejía			22	8 col.	6	General
	Eureka		D			Dr. S. Bueso V. III						General
	Senderos		D			Dr. M. A. Quiñones						General
Santa Bárbara (6,000)	La Luz		D			Dr. Celso Reyes						General
Tegucigalpa (34,900)	Boletín Municipal		D									Official
	Dominical		D									General
	El Cronista	1912	ED	4,500*	Manuel M. Calderón	Manuel M. Calderón	M. A. Ortiz & Max Elvir	2	22	16	8	General
	Excelsior		D			Samuel Díaz Zelaya						General
	La Epoca	1933	ED	3,000		F. Z. Durán			22¾	16½	8	General
	La Gaceta		D									General
	Tegucigalpa		D			Dr. Alejandro Castro						
Tela (14,500)	El Crisol		D			Dr. Manuel Funes						

MEXICO (16,553,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Aguascalientes (133,000)	Acción (5)	1928	MD	3,300	Gabriel Macías	Gabriel Macías		2	20½	7 col.	8	Upper
Cananea (12,000)	El Heraldo de Sonora	1924	D						22	15	4	General
	El Intruso	1921	MDexSun	650					18	12	4	General
Chihuahua (40,000)	El Heraldo (5)	1927	MD	7,500	Empr. Per. de Chihuahua, S. A	A. Ruiz Sandoval		2	20½	16	4	General
	El Temochic	1922	ED			Cecilio Robles			13	10	4	General
	La Voz de Chihuahua (5)	1921	MD	4,300	José Reyes Estrada	José Reyes Estrada		2¼	22½	16⅞	4	General
Ciudad Obregón	Heraldo del Yaqui	1929	MDexMon	2,500					23	18	4	General
Culiacán (14,000)	El Regional (14)	1930	MDexMon	4,500D 5,500S		Luis G. Rico	Luis G. Rico	2¼	19¾	6 col.	4	General
	La Opinión	1924	MDexSun	3,500		A. A. Zazueta			21	14½	4	General
Durango (57,000)	Diario de Durango (5)	1920	MDexMon	4,000*	Mauricio L. Sánchez	Mauricio L. Sánchez	J. Sanchez C	2	20	16½	4	General
	La Tribuna	1933	MDexMon	2,500					21	14½	4	General
Guadalajara (185,000)	El Informador (5)	1917	MD	37,500	El Informador, S. A	J. A. del Castillo		2	20½	16¼	8	General
	El Jaliciense (10)	1932	MD	7,800	J. J. Ibarra			2⅛	22		8	General
	El Sol	1923	ED		A. E. Lester Cifra	J. Sauza G		2¼	22	16	4	General
	Las Noticias (5)	1928	MD	6,000	A. Jarero	Tomás L. Vidrio		2	19¾	15¾	6	General
Guaymas (19,000)	El Diario (14)	1930	EDexSun	8,000					16	7 col.	4	General
	La Gaceta	1915	EDexSun	1,000		Manuel Escobar			23	15	4	General
	La Tribuna	1926	MD						25	18	4	General
Hermosillo (26,000)	El Imparcial		D									
	El Pueblo (5)	1924	EDexSun	5,000	Israel C. González	Israel C. González		2	21	16	4	General
	El Tiempo (5)	1932	EDexSun	6,000				2	20	8	4	General
Hidalgo del Parral (16,000)	Correo del Parral	1922	ED	800	J. G. Rocha	J. G. Rocha			22	16	10	General
Irapuato (25,000)	Evolución	1931	MD	2,500					21½	15¾	4	General
Jalapa (30,000)	Arco Iris		D			Ciro Flores Páez						General
	El Tema de Hoy	1925	ED	6,000	Hnos. Lunagómez	Vicente Lunagómez		2	17½	12	4	General
Juárez (44,000)	El Día	1926	MD		S. R. Tremoso	J. Palacios			24	18	4	General
	El Mexicano (11)	1931	MDexSun	3,000		L. M. Trillo		2	21¾	8	8	General
La Paz	Acción		D									
León (54,000)	Evolución	1931	MD	4,800					21½	15½	4	General
Los Mochis	La Prensa		D									
Mazatlán (25,000)	Cronos		D									General
	El Demócrata Sinaloense (5)	1919	MD		Enrique López	S. D. Rodríguez		2¼	20	7 col.		General
	El Dia (1)	1936	MDexMon	4,000					13	5 col.	8	General
	La Voz de Occidente	1936	MD	3,200					22	18	4	

*(Certified)

(Continued on page 238)

International Advertising Representatives

In the tabulations which follow, (*U. S.*) with a numeral refers to the following list of *special advertising representatives* in the United States: (See also key to Latin-American section, page 226.)

(U. S. 4) S. S. Koppe & Co., 630 Fifth Avenue, New York.

(U. S. 6) Joshua B. Powers, Inc., 220 East 42d Street, New York.

(U .S. 8) G. J. M. Simons, 44 Beaver Street, New York.

(U. S. 10) M. D. Bromberg & Associates, 19 West 44th Street, New York.

(U. S. 15) Foreign Publishers Representatives, Inc., 19 West 44th Street, New York.

(U. S. 17) Inreklama Service, care of Amtorg Trading Corp., 261 Fifth Avenue, New York.

(U. S. 19) International Publishers Representatives, Inc., 205 East 42d Street, New York.

(U. S. 22) Melchor-Guzman Co., Inc., 9 Rockefeller Plaza, New York.
(U. S. 23) National Press Service—230 Park Ave., New York.

The following tabulations are based largely on data of the Specialties Division, Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, which have been recently revised. For some nations, as indicated, special compilations have been obtained by EDITOR & PUBLISHER from other sources.

Circulations without any specal marking are those claimed by the publisher or his representative. Audited circulations are shown in bold type. Letters following circulations are estimates, by: A, advertising agency; L, local advertiser; R, representative of U. S. government; X, other independent observer.

Abbreviations—MD, morning daily; ED, evening daily; exS, except Sunday; W, weekly.

Estab. gives the date when the paper was established.

No. Pgs. lists the average number of pages. Page size is given in centimeters, millimeters, or inches.

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued from page 237)

MEXICO—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Mérida (111,000)	Diario del Sureste (6)	1931	MD	12,000	Talleres Gráf. del Sureste, S. A.	L. A. Escalante G		2⅛	20½	16½	6	General
	Diario de Yucatán (5)	1924	MD	13,500	Cia. Tipográfica Yucateca, S. A.	C. A. Menéndez & A. Menéndez						
						Ruben Menéndez		2	20½	16⅝	8	General
	La Voz Peninsular	1926	MD	6,750*	Felipe Rosas Garibaldi	Felipe Rosas Garibaldi	E. Rosas R	2	20⅞	16⅜	6	Com. Agr. Ind.
México, D. F. (1,230,000)	Boletin Financiero y Minero de México	1898	EDexSun	16,600	Cia. Per. Financiera, S. A.	J. A. Pérez de L		2½	16¼	12	8	Financial
	Dia		D			Félix F. Palavicini						General
	Diario de los Negocios	1932	ED	3,000							8	
	El Demócrata		D			Benigno Valenzuela						
	El Nacional (6)	1929	MD	42,000D 56,000S	* National Revolutionary Party	F. C. Manjárrez		2	21	16½	16	Middle
	El Popular	1938	MD	12,000					21½	18½	8	
	El Tiempo		ED									General
	El Universal (10)	1916	MD	100,750D 123,800S	** Cia. Periodística-Nacional, S. A	Miguel Lanz Duret	Eduardo P. Bravo	2	21⅝	16¼	20	General
	El Universal Gráfico (10)	1922	EDexSun	39,484**	Cia. Periodística Nacional, S. A	Miguel Lanz Duret	J. V. Prada	2	14½	10¼	20	General
	Excelsior (5)	1917	MD	71,000D 93,000S	** Excelsior Cia. Editorial, S. A	Roberto Figueroa		2	20	8 col.	20–42	Upper
	La Afición (14)	1930	MD	50,000	Cia. Ed. e Impr. La Edición, S. A	Alejandro Aguilar R		2	14	5 col.	12	Sports
	La Prensa (7)	1928	MD	98,000	Soc. Coop. Ed. de Periódicos	Fernando Mora	F. J. Ochoa	1⅞	14	10	24	General
	Novedades	1936	ED	34,000					21	16	8	
	Ultimas Noticias de Excelsior (5)	1935	ED	36,000	Excelsior Cia. Editorial, S. A			2	20	8 col.	12	Upper
Monterey (138,000)	El Norte	1938	ED	16,000	Cia. Ed. El Sol, S. A	G. Enriquez Simoni	M. Navarro	2	21	16	6	General
	El Noticiero	1920	ED		J. Navarro	J. Navarro			24½	15½	4	General
	El Porvenir (5)	1919	MD	18,500*	Editorial El Porvenir, S. A	Federico G mez		2⅛	20¼	16½	8–10	General
	El Sol (6)	1922	EDexSun	13,000*	Editorial El Sol, S. A	R. Junco de la Vega	L. Botti	2⅛	21	16½	6	General
	El Tiempo (5)	1935	EDexSun	15,675*	Editorial El Porvenir, S. A	Eduardo Martinez Celis		2	20	16	6–8	General
Nogales (10,000)	Acción	1938	MD	3,000					18	24	4	
	El Noroeste	1926	EDexSun	1,000					24	18	6	General
Nuevo Laredo (16,000)	El Boletin Fronterizo	1930	MDexSun	300				2¼	20¼		4–6	General
	Verbo Libre	1924	ED	500					30½	22	4	
Oaxaca (35,000)	El Oaxaqueño (5)	1932	MD	7,000	Empr. Ed. Oaxaqueño, S. A	E. Pimentel			18	12	4	Com. & Ind.
	Mercurio	1920	MD			Angel Taracena		2¼	20¼	8	4	General
Orizaba (47,000)	Los Sucesos	1930	MD	5,000	Cancino y Mendoza	Emilio C. Mendoza		2	13		4	General
Piedras Negras (18,000)	El Norte		D			Agustin G. Alvarez						
Puebla (123,000)	Aristos		D									
	Diario de Puebla		D									
	La Opinión (5)	1924	MD	6,000		José Ojeda G		2	21¾	7 col.	6–8	General
	Nuevo Diario		MD									General
	Pueblo Commercial		D									
Puerto México (13,000)	Diario del Istmo (14)	1934	MDexMon	3,700D 4,300S	Diario del Istmo, S. A	Antonio Garza R		2⅛	17	5 col.	4	General
Querétaro	El Pueblo		D									
Saltillo (67,000)	Diario del Norte (5)	1928	MD	5,000	Ed. Coahuilense		F. Mier N	2 1/16	20¼	8 col.	4–6	General
	La Acción Social		D			Pedro García M						
	La Voz del Norte	1926	D						16	12	4	General
San Luis Potosí (92,000)	Acción (5)	1919	MDexMon	8,000	Sucesión de Gabriel Macías	Alberto Macías	Alberto Macías	2	21 5/16	7 col.	4	General
	Potosí	1938	MD	2,500					16	11¾	8	
Tampico (71,000)	El Correo	1924	EDexSun	2,000	F. de la Colina	F. de la Colina			22½	17½	4	General
	El Mundo (5)	1918	MD	15,500	La Cia. Editorial, S. A	Vicente Villasana		2	20½	8 col.	8–10	General
	La Tribuna (14)	1933	MD	35,000D 45,000S					21	8 col.	16D 32S	
Tepic	La Prensa Libre	1934	MD	1,000								
Torreon (75,000)	El Siglo (5)	1922	MD	17,000	Cia. Ed. de la Laguna	Antonio de Juanbelz		2	20⅝	15¾	8	General
	La Opinión	1917	MD	11,000	R. Guerrero	R. Guerrero			21	16	8	Labor

*(Certified)

AUDITED CIRCULATIONS IN MEXICO

EL UNIVERSAL
THE GREAT DAILY OF MEXICO — Established 1916

GRAFICO
LEADING AFTERNOON PAPER IN MEXICO CITY — Established 1922

EL UNIVERSAL and **GRAFICO** are the *only* Mexican newspapers that have retained their memberships in the **AUDIT BUREAU OF CIRCULATIONS, CHICAGO, ILLINOIS.** Therefore advertisers using newspapers in that market are assured that **EL UNIVERSAL** and **GRAFICO**—which make no unwarranted or inflated circulation claims—furnish actual proven circulation in exchange for the advertiser's investment. These circulations are the most valuable in Mexico—**EL UNIVERSAL** with a truly national circulation among the best income groups and **GRAFICO'S** circulation mostly concentrated in Mexico City and the Federal District where many thousands of skilled and highly paid Mexican workers are gainfully employed the entire year round.

Publisher's statement to Audit Bureau of Circulations for the following periods:

EL UNIVERSAL—
Apr. 1 to June 30, 1939 Daily 90,105 Sunday 113,627
July 1 to Sept. 30, 1939 Daily 95,036 Sunday 117,537

GRAFICO—
Apr. 1 to June 30, 1939 36,438
July 1 to Sept. 30, 1939 39,484

The press is the backbone of all advertising campaigns in Mexico and **EL UNIVERSAL** and **GRAFICO** are respectively the leading morning and evening newspapers in Mexico.

USE "EL UNIVERSAL" AND "GRAFICO" FOR RESULTS IN MEXICO

MEXICO AL DIA—National Magazine of Mexico

Mexico al Dia was one of the first magazines in Mexico to join the Audit Bureau of Circulations—a membership it has continued without interruption.

Mexico al Dia has the largest circulation of any magazine in Mexico—beautifully printed in rotogravure, carrying many special articles, features and art work, this magazine is eagerly awaited in 60,000 better Mexican homes.

Published the 1st and 15th of each month—Founded 1926.

ECUADOR

EL COMERCIO, QUITO
MORNING

ULTIMAS NOTICIAS, QUITO
EVENING

These two important dailies cover the able-to-buy population in Quito and throughout Ecuador. (Points outside of Quito are serviced by airlines.)

EL COMERCIO is the oldest daily in Quito. Its equipment, news services, etc., are thoroughly up-to-date and management is modern in every respect. Largest circulation in Ecuador.

ULTIMAS NOTICIAS has the largest net paid circulation of any evening paper in Ecuador.

CURACAO

LA CRUZ — WILLEMSTAD
AMIGOE DI CURACAO — WILLEMSTAD
LA UNION — WILLEMSTAD

Curacao: rich Dutch possession in the West Indies is covered *entirely* by the three publications listed above. Amigoe di Curacao reaches the Dutch readers while La Cruz and La Union—published in Papiamento—reach the bulk of the population who read and speak Papiamento.

These papers also give complete coverage in Aruba and Bonaire.

Curacao, Aruba, Bonaire—prosperous and stable, offer excellent markets for practically every type of American product and service.

Curacao is a free port and the sales point for a large territory in that region—therefore much more important than its own population warrants.

We have prepared a market survey on these territories which we will be glad to send to interested parties.

"FANTOCHES"

Caracas, Venezuela

32,000 circulation, plus. 32,000 represents number of net paid copies sold—but issues of **FANTOCHES** are passed along from family to family until they are worn to tatters before they are discarded.

FANTOCHES—weekly news-magazine—is of extraordinary interest to the Venezuelan and every member of his family. Results from advertising are quite extraordinary too—as proved by experience of American manufacturers.

The single most effective advertising medium in Venezuela—and the only publication there with a national circulation throughout the entire country.

Sample copies, rates and other information furnished interested parties upon request.

M. D. BROMBERG & ASSOCIATES, INC.

International Publishers' Representatives

19-25 WEST 44th STREET NEW YORK, N. Y.

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued from page 238)

MEXICO—Continued

Veracruz (72,000)	El Diario	1928	ED			Juán Malpica S		2	15	5 col.	8	General
	El Dictamen (5)	1910	MD	14,000	Cia. Periodística Veracruzana, S. A	Juán Malpica S		2	21⅞	8 col.	8-10	Upper
	La Nación	1932	MD	3,000					24	18½	6	Middle
Villahermosa (11,000)	Diario de Tabasco	1936	MDexMon	3,000	Ed. Diario de Tabasco, Soc. Coop	Ramón López M	Manuel Campos P	2½	15¾	11	6	General
	Redención		D									General
Zacatecas	Orientación		D									

*(Certified)
*(Certified)
**A.B.C.

NICARAGUA (750,000)

Bluefields (5,000)	La Voz del Atlántico		D									General
Chinandega	Diario de Chinandega		D									General
Granada (18,000)	El Correo de Granada		D			Carlos A. Rocha						General
	El Diario Nicaragüense	1884	MD		Pedro J. Cuadra Ch	P. J. Cuadra Ch		2½	21½		4	
León (60,000)	El Centroamericano	1917	MD		Gustavo Abaunza	Gustavo Abaunza		2⅛	21	15½	4	General
	El Cronista	1918	MDexMon	1,200		Gustavo A. Prado			24		4	General
	Los Hechos		D									General
Managua (100,000)	La Gaceta		D									General
	La Noticia	1914	MDexMon	7,280*	Horacio A. Pérez & J. R. Avilés			2¼	21¼	7 col.	6	General
	La Nueva Prensa (1)	1932	MDexMon	3,000*	G. Rivas	Juán García Castillo	C. M. Flores	2	16	10⅝	12	General
	La Prensa (10)	1926	MDexMon	5,500	La Prensa	Dr. Joaquín Chamorro	E. Alvarez	2⅛	21	16	6	Upper & Com.
	Novedades	1937	MDexMon	1,400	G. Rivas				18	24		General

PANAMA (450,000)

Panamá (83,000)	Estrella de Panamá and Star-Herald (Span.-Eng.) (4)	1849	MD	12,000D 14,000S	Star & Herald Company	T. Gabriel Duque	A. Z. Typaldos	2	20	16	16	General
	El Nuevo Diario	1937	ED	3,000					20½	16	6	General
	El Tiempo		ED									
	The Panama-American (Span.-Eng.) (6)	1925	MD	12,500D 15,500S	* Panama American Publishing Co.	Nelson Rounsevell		2	21½	16	16	General

PARAGUAY (470,000)

Asunción (100,000)	El Diario	1904	EDexSun	7,500	J. E. da Rosa	J. E. da Rosa		2½	22	17	6	Upper
	El País	1923	EDexSun	6,000D 9,000S	Dr. Juán Cardús H	Juán Francisco Pérez		2¼	17	12	12	Upper
	La Democracia		D									General
	La Hora	1903	ED	6,000	Veterans Association	E. J. Yegros		2	19¾	13½	8	Upper
	La Reforma		D									Upper
	La Tribuna (14)	1925	MDexSun	15,000		Mario Usher			23	7 col.	8	General
	Pregón	1938	MD	1,100					20	13	4	Lawyers

PERU (6,500,000)

Abancay	La Patria	1938	ED	1,000							4	General
Arequipa (70,000)	El Deber	1889	ED	5,500	Ed. El Deber, S. A., Ltda	J. G. Guevara		2⅛	20½	13½	8	Catholics
	El Pueblo (1)	1905	MDexSun	7,000	Empr. del Diario El Pueblo, S. A	Edilberto Zagarra B		2⅛	20½	7 col.	8	General
	El Sur	1935	MD	3,500					22	15	8	General
	Noticias	1927	MD	5,500*	Empr. del Diario Noticias	Alberto Arispe	Manuel M. Chávez	2⅛	20½	7 col.	8-10	Popular
Ayacucho	Acción	1938	MD	500							4	General
Cajamarca (30,000)	El Día		ED	2,000						5 col.	4-6	General
	El Ferrocarril	1932	ED	3,000								General
	Renovación	1934	ED	2,000					20¼	5 col.	4-6	General
Callao (75,000)	El Callao	1883	ED	4,500	M. Darío Arruz	Félix Soto			27	18½	4-8	General
	La Sanción	1915	MD	2,500					22	*16	6	General
Canete	La Voz del Pueblo	1922	MD	1,500								
Cerro de Pasco (25,000)	El Diario	1932	ED						17	4 col.	4-8	General
	El Minero	1896	ED	3,000	Pedro Caballero y Lira	Pedro Luis Carrión			17	12¼	4-6	General
Chiclayo (18,000)	El País	1918	DexSun	3,600*	Dr. Juán Francisco Vilchez	Dr. Juán F. Vilchez	Dr. J. F. Vilchez	2⅜	22⅛	26⅞	6-16	General
	El Sol	1901	EDexSun	2-3,000	Sucesores Mariano e Velasco	Dr. Roberto Germen-dia	Celia Velasco R		24¼	7 col.	6	General
	El Tiempo	1918	EDexSun	2,500D 3,000S	*State Government	L. G. Delgado		2⅛	21⅛	15½	4-6	General
Chincha (20,000)	La Voz de Chincha	1934	ED	3,000		Luis A. Bianchi			17⅜	5 col.	4-8	General
Cuzco (40,000)	El Comercio (1)	1896	ED	3,000	J. A. Escalante	Carlos Ríos P		2	20	6 col.	6-8	General
	El Diario	1919	ED	3,000	H. Vega C. & S. Hermosa	J. Pacheco		2⅛	22	17	4	General
	El Sol (14)	1901	EDexSun	3,500	Suc. de Mariano F. Velasco	Gregorio Moreno	Celia Velasco R	2⅛	22⅛	15¾	6	General
Huacho (20,000)	El Imparcial	1891	ED	3,000		J. T. García			17¾	5 col.	4-6	General
	La Verdad	1930	EDexSun	3,700	José M. de Carbajal Manrique	J. M. de Carbajal M.	J. M. de Carbajal M.	2⅜	15⅜	11½	4	General
Huancayo (15,000)	La Prensa	1932	ED	2,500						5 col.	4-6	
	La Voz de Huancayo	1912	MD	3,500		F. Delgado F			17½	13½	6-8	General
Huanuco (10,000)	La Prensa	1933	ED	1,500					17¾	5 col.	4-6	General
	La Voz de Huanuco	1912	MD	2,000								
Huaraz (20,000)	El Departamento	1908	ED	3,500	Gonzalo Salazar	José Angel Miñano G			20¼	5 col.	4-8	General
	Reacción	1922	ED	2,000					17¾	5 col.	4-8	General

* (Certified)

(Continued on page 240)

STAR and HERALD ESTRELLA de PANAMA

ENGLISH and SPANISH

PANAMA, R. de P.

The established leading daily since 1849 — Serving the best interests of the Republic of Panama and the Canal Zone.

Increased circulation and the large purchasing power of its readers and its prestige make it the advertising medium.

Exclusive Representatives

S. S. KOPPE & CO., Inc.

630 Fifth Avenue **New York City**

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued from page 239)

PERU—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Ica (20,000)	La Opinión	1922	EDexSun	2,000	Dr. Manuel J. Tueros	Dr. Manuel J. Tueros	Eugenio Chacaltana	2⅛	19¾	13⅝	4	General
	La Voz de Ica	*1918	ED	4,000					20¼	5 col.	4–8	General
Iquitos (25,000)	El Día	1923	ED	5,000	F. Molino B	G. Montani B		2¼	22⅞	7 col.	4–8	General
	El Eco	1924	MD	500		Enrique Reátegui A.			20¼	5 col.	4–6	General
	El Oriente (6)	1905	EDexSun	2,000	Eliseo Salazar	Eliseo Salazar		2¼	19½	13⅝	4–6	General
	La Razón	1913	ED	4,000					20¼	5 col.	4–6	General
	La Selva	1937	ED	1,700								
Jauja	El Porvenir	1908	ED	500						4 col.	4–6	
Lambayeque (5,000)	La Gaceta de Lambayeque	1931	ED	1,000						5 col.	4–6	General
La Oroya (3,000)	La Opinión Popular	1922	ED	1,500						5 col.	4–6	
Lima (450,000)	El Comercio (4)	1839	MD	70,000		Dr. A. Miró Quesada		2¼	21½	7 col.	20–30	Upper
			EDexSun	22,000							4–8	Upper
	La Crónica (4)	1912	MD	25,000	Casa Ed. La Crónica y Variedades	Dr. Rafael Larco H.		2¼	14¼	5 col.	24	General
	La Prensa (6)	1903	MD	88,000	Empr. Periodística, S. A.	G. Ferroro		2⅛	20¾	10½	16–24	General
	La Noche	1932	ED	3,000					17	11	8–10	
	Man Shing Po (Chin.)		D									Chinese
	Perú Jibu (Jap.)		D									Japanese
	Universal (11)	1934	MD	22,800	Cía Editorial El Universal, S. A.	H. D. Aguila		2	20½	15¾	20	General
	Voce d'Italia (Ital.)		D									Italian
Mollendo (15,000)	El Comercio		ED	4,500					22½	6 col.	4–6	General
	El Porteño	1914	ED	4,000					17¾	5 col.	4–6	General
Moquegua	El Ferrocarril	1893	ED	1,500						6 col.	4–6	General
	La Reforma	1885	ED	1,500						6 col.	4–6	General
Pacasnayo (4,000)	La Unión	1913	ED	2,000		Pastor M. Ríos			17¾	5 col.	6–8	General
Paita	La Igualdad	1904	ED	1,500								
Pisco	La Reforma	1920	ED	2,500		Benjamín Sasiesta				5 col.	4–6	General
	La Voz del Pueblo		D			J. T. Olinden Z.						General
Piura (20,000)	Ecos y Noticias	1934	ED	3,100					17¾	5 col.	12–16	General
	El Tiempo (14)	1916	NDexSun	2,400*	Matilde Ch. de Artadi	Gerardo Vargas O.		2¼	21¾	15¾	4	General
	La Industria (1)	1917	MD	5,000	Miguel Cerro	Miguel Cerro		2⅜	21½	7 col.	8	General
Puno (15,000)	El Eco	1904	ED	1,500					17¾	5 col.	4–6	General
	El Siglo		ED	2,000					17¾	5 col.	4–6	General
	Los Andes	1927	ED	2,000					18⅞	5 col.	4–8	General
Tacna	La Nación		D									General
	La Voz de Tacna	1936	ED	2,000						5 col.	6–8	General
Tarma (6,000)	La Voz de Tarma	1911	ED	1,000	Adolfo J. Dextre	Adolfo J. Dextre		2¼	14⅛	4 col.	4–6	General
Trujillo	La Industria (1)	1895	EDexSun	4,500*	Dr. Miguel F. Cerro	José E. Garrido		2¼	20	6 col.	8	General
	La Nación (14)	1930	MD	10,000						5 col.	12	General

PUERTO RICO (1,800,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Arecibo (10,000)	El Regionalista	1903	EDexSun	650*	José R. Adorno	José R. Adorno			18	12	4	General
Mayagüez (20,000)	Diario del Oeste	1909	EDexSun	2,000	Mayagüez Printing Company	Radamés Peña		2	18	6 col.	4	General
	El Sol		MDexSun		Comp. Ed. de Mayagüez	J. J. Arenas					4	General
Ponce (42,0 0)	El Día (10)	19 9	NEDexSun	5 000	Guillermo Vivas Valdivieso	Guillermo Vivas Valdivieso		2	21	16	8	Upper & Middle
San Juán (150,000)	El Imparcial (Span.-Eng.) (4)	1917	MD	32,000*	Antonio Ayuso Valdivieso	Antonio Ayuso Valdivieso	O. H. Romaguera	2	14	5 col.	28–32	General
	El Mundo (1)	1919	MD	42,000*	Puerto Rico Ilustrado, Inc	José Coll Vidal & R. Ramos	M. Valencia	2	21	16	14–48	General
	El País (Span.-Eng.) (14)	1935	EDexSun	10,000	Comp. Ed. El País	R. Rivera S.		2	20	16	12	General
	El Tiempo (Span.-Eng.)	1907	MED			Dr. Pedro J. Barbosa			20	15	8	General
	La Correspondencia de Puerto Rico (7)	1890	EDexSun	23,700*	F. M. Zeno	F. M. Zeno	F. J. Zeno	2	21	16	10–24	General
	La Democracia (10)	1889	MD	10,000	La Democracia, Inc	Luis Muñoz Marín	J. A. Gontán	2	14	10½	12	General
	Unión Obrera		EDexSun			Julio Aybar						Labor

URUGUAY (2,000,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Artigas (15,000)	La Democracia		MD									
Canelones (10,000)	Nuevos Rumbos		D									
Colonia (10,000)	La Colonia		D									
Dolores (11,000)	Baluarte		D									
	La Propaganda		D									
	La Voz del Pueblo		D									
Durazno (16,000)	La Aurora		D									
Florida (13,000)	El Heraldo	1919	ED		Juán F. Guichón & Alberto Riva	Carlos M. Matos		2⅛	18¾	8⅛	10	General
	La Democracia		D									
	La Voz de Florida		D									General
Fray Bentos (13,000)	Imparcial		D									
	La Campaña		D									
	Renovación		D									
Lavalleja (23,000)	Espacio		D									
	La Unión		D									General
Melo (35,000)	El Deber Cívico	1887	ED									
	El Nacionalista		D									
	La Divisa Blanca		D									
Mercedes (42,000)	Acción		D									
	El Diario		D									
	El Progreso		D									General
	El Radical		D									
	La Epoca	1924	ED			Enrique Ubios I.		2⅜	20½	15	4	General
	La Voz de Soriano		D									
Minas (20,000)	Bandera Roja		D									General
	La Unión		D			D. M. Doria						General
Montevideo (680,000)	Diario Español	1905	MDexMon			Eduardo Guillimón			24½	17½	8	Spaniards
	Diario del Plata	1911	MD			Dr. J. A. Ramírez					8–12	General
	El Avisador Mercantil		D									Com.
	El Bien Público	1878	MDexMon	4,000					24½	17¼	8	Catholic
	El Debate	1931	MD	30,000	Luís Alberto de Herrera	J. P. Suárez			24	16	12	General
	El Día (1)	1886	MD	50,000	Suc. de J. Batlle y Ordóñez	Rafael Batlle P.	Luís Franzini	2	23⅝	15¾	12	General
	El Diario (11)	1917	ED	65,000	Soc. Editora Uruguaya	Héctor R. Gómez		2½	22	7 col.	16	Upper
	El Imparcial		ED			Eduardo Ferreira						General
	El Nacional		D									General
	El País (6)	1918	MD	45,000	Empr. El País, Carlos Scheck & Cía.	E. R. Laretta		2⅛	20¾	17¼	16	Middle & Upper
	El Plata (4)	1914	ED	35,000	Empr. Editora Diario del Plata	Dr. Andrés Ramírez		2	22	7 col.	16	Middle & Upper
	El Pueblo	1932	MD	10,000		Dr. F. Ghigliani		2¼	22	16½	12	General
	El Sol		D									
	La Gaceta Comercial	1916	MDexMon	8,500					19½	13½	8	Com. & Ind.
	La Mañana (11)	1917	MD	40,000	Soc. Editora Uruguaya	Dr. Adolfo Pérez Olave		1¾	22⅞	14⅛	16	General
	La Tribuna Popular	1879	MD	18-30,000				1⅞	20½	7 col.	12	General
	The Sun (Eng.)	1923	MDexMon									Eng.-Speaking
	Unser Fraint (Yiddish)	1935	MDexMon	4,000	Cooperativa Editorial	Schamay Grunberg	S. Grunberg	2	21⅞	16	8–12	Yiddish
	Vida Marítima		D									Shipping
Paysandú (50,000)	El Diario	1916	ED		Empresa El Diario	Dr. Angel Sarelegui			21⅝	14¼	6	General
	El Paysandú		D			Antonio Vicente Ferrer						General
	El Telégrafo	1910	MD	3,500	Empresa El Telégrafo	Fernando José Baccaro		2⅛	20	13	8	General
	La Opinión		D									
	La Razón	1932	D									General
Rivera (21,000)	El Riverista		D									
	La Palabra		D									
	Tribuna Nacionalista		D									
Rocha (27,000)	La Palabra		D									
Rosario Oriental (5,000)	El Eco Rosarino		D									
Salto (48,000)	Ahora		D									
	Defensa Popular		D									
	El Deber		D									
	El Uruguay		D									
	La Campaña		D									
	La Nota		D									
	La Tarde		D			Dr. Wenceslao Silva						General
	Progreso Salteño		D									
	Renovación		D									
	Tribuna Salteña		D			Modesto Llantada						General
San José (20,000)	El Pueblo	1883	D		Suc. Juán M. Menendez	Americo Menendez			27⅛	19⅝	4	General
	Los Principios		D									

*(Certified)

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued from page 240)

URUGUAY—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Tacuarembó (20,000)	El Nacional	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Pueblo	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Voz del Pueblo	....	D	.....	.....	.....	.....	...	....	....	..	.....
Treinta y Tres (15,000)	Diario del Este	1937	EDexSun	2,500*	Ignacio J. Bonilla	Ignacio J. Bonilla	I. Bonilla	2⅛	17¾	10⅝	6-8	General
	La Actualidad	1915	D	.....	J. Paseyro Monegal	J. Paseyro Monegal	.....	2⅛	....	....	4	General
Trinidad (11,000)	Diario de Flores	....	D	.....	.....	.....	.....	...	....	....	..	.....

VENEZUELA (3,100,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Barquisimeto (25,000)	El Heraldo	1912	MD	3,500	.....	.....	.....	...	21	15½	4	General
	El Impulso (1)	1904	MDexSun	4,500*	Empresa El Impulso	Oscar Martínez S	.....	...	18½	6 col.	6	General
	El Lápiz	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Mañana	....	D	.....	.....	.....	.....	...	....	....	..	General
	Norte	1937	MDexSun	.....	.....	.....	.....	2	21	7 col.	..	General
Caracas (136,000)	Ahora (6)	1936	MD	12,260D 15,500S	* Juán de Guruceaga	Juán de Guruceaga	.....	2⅛	20¾	16⅞	..	General
	Crítica (14)	1936	EDexSun	10,700	.....	.....	.....	...	....	5 col.	16	General
	El Heraldo (11)	1922	MED	37,000	Cia. An. El Heraldo	Angel Maria Corao	L. Plaja	2	19¾	16⅝	16	General
	El Universal (1)	1909	MD	20,000	Cia. Ed. Ambos Mundos	Pedro Sotillo et al	.....	2¼	22	8 col.	12-16	General
	La Esfera (7)	1927	MD	27,000*	Suegart & Cia	R. D. Leon	.....	2	21	16¼	16-20	General
	La Religión (14)	1890	EDexSun	10,000	.....	Rev. P. Peñalver	.....	...	22 7/10	7 col.	8	Religious
Carora (9,000)	El Diario (14)	1919	MDexSun	3,500	.....	.....	.....	...	19	5 col.	4	General
Carúpano (26,000)	Agencia Comercial	....	D	.....	.....	.....	.....	...	....	....	..	Com.
	El Popular	....	D	.....	.....	.....	.....	...	....	....	..	General
Ciudad Bolívar (20,000)	Avance	....	D	.....	.....	.....	.....	...	....	....	..	General
	El Bolivarense	....	D	.....	.....	.....	.....	...	....	....	..	General
	El Luchador (1)	1905	EDexSun	8,300*	J. Suegart & Cia	Jose Suegart	.....	2	21	16½	4	Homes
Cumaná (20,000)	El Repórter	....	D	.....	.....	.....	.....	...	....	....	..	General
	Marcha	....	D	.....	.....	.....	.....	...	....	....	..	General
	Renacimiento	1923	MD	1,000	Juan Jose Acuna	Juan Jose Acuna	.....	2⅛	18¾	13	4	General
Maracaibo (7,500)	Excelsior (7)	1923	MDexSun	5,000	Criollo & Cia	O. L. Criollo	.....	1 15/16	20½	15¾	6-8	.....
	La Columna (1)	1924	EDexSun	1,500	Diocese of Zulia	Rev. Roberto Acedo	.....	2⅛	20⅛	....	16	Catholic
	La Información (Span.-Eng.)	1921	MDexSun	3,500*	Juan Besson	Juan Besson	.....	1⅞	20⅞	16½	8-16	General
	La Tarde	1939	ED	9,000	.....	.....	.....	...	....	7 col.	8	General
	Panorama (4)	1914	MDexSun	7,600	Empresa Panorama, S. A	R. Villasmil	H. E. Villasmil	2 1/16	20¼	8 col.	8-12	General
	Primas	....	D	.....	.....	.....	.....	...	....	....	..	.....
	The Maracaibo Herald (Eng.)	1928	MD	3,000	.....	.....	.....	...	20	16¾	8	Eng.-Speaking
Mérida (6,000)	El Vigilante	1923	MDexMon	2,600*	Empresa El Vigilante	Antonio Ignacio Camargo	R. Rodriguez A	2⅝	17	11	4	General
Puerto Cabello (23,000)	El Verbo Democrático (14)	1936	EDexSun	2,500	.....	.....	.....	...	19	5 col.	4	General
Quibor	Brocha de Oro	....	D	.....	.....	.....	.....	...	....	....	..	General
San Casimiro	La Voz de Aragua	....	D	.....	.....	.....	.....	...	....	....	..	.....
San Cristóbal (15,300)	El Agrarista	....	D	.....	.....	.....	.....	...	....	....	..	Farming
	El Comerciante	....	D	.....	.....	.....	.....	...	....	....	..	Com.
	El Pobre	....	D	.....	.....	.....	.....	...	....	....	..	General
	Vanguardia	....	D	.....	.....	.....	.....	...	....	....	..	General
San Fernando	El Nacionalista Apureño	....	D	.....	.....	.....	.....	...	....	....	..	General
	El Espejo	....	D	.....	.....	.....	.....	...	....	....	..	General
San Lázaro	Ecos del Campo	....	D	.....	.....	.....	.....	...	....	....	..	General
Santa Bárbara	Fuerza y Voluntad	....	D	.....	.....	.....	.....	...	....	....	..	General
Torondoy	Derrotero	....	D	.....	.....	.....	.....	...	....	....	..	General
Tucupita	Democracia	....	D	.....	.....	.....	.....	...	....	....	..	General
Valencia (40,000)	Aborigen	....	D	.....	.....	.....	.....	...	....	....	..	General
	El Cronista (10)	1896	MDexSun	5,000	El Cronista	Ella Galindez Ríos	.....	2¼	17	11	4	.....
Villa de Cura	El Quijote	....	D	.....	.....	.....	.....	...	....	....	..	General
	La Claridad	....	D	.....	.....	.....	.....	...	....	....	..	General

*(Certified)

EL HERALDO *of Caracas, Venezuela*

CIRCULATION OVER 35,000 COPIES PER DAY

To the American Manufacturer of exportable goods, Venezuela offers one of the best markets in the world today. This is particularly true in view of the fact that the country has not too many local industries and looks abroad for its supply of the necessities and luxuries of life. This position is further enhanced by a well-managed banking system, which leaves Venezuela on a gold basis and with a stable currency. Imports from the United States were over $40,000,000 in 1937; $52,277,887 in 1938; and for the first five months of 1939 they reached $23,068,869. The Three-Year Plan of Venezuela is already under way, involving an expenditure of 400 million dollars on public works and internal improvements. Conditions for the advancement of its mining and agricultural resources are ideal and should result in large importations of machinery and equipment of various types.

This activity has created a general prosperity and increasing demand for consumer goods. Should you wish to convey your sales message to a growing prosperous market, **EL HERALDO** offers you an advertising medium of long-established good standing and the widest circulation of any newspaper in Venezuela.

EL HERALDO CAN ASSIST MANUFACTURERS OF CONSUMER GOODS TO REACH AN EXCELLENT INCOME GROUP, AS IS ALREADY PROVEN BY OVER 130 AMERICAN MANUFACTURERS OF BRANDED MERCHANDISE WHO NOW ADVERTISE IN THIS MORNING DAILY AND WHOSE ADVERTISEMENTS ALSO APPEAR IN ITS AFTERNOON EDITION.

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PANORAMA

1914 1939

MARACAIBO, VENEZUELA

The leading morning daily circulating throughout the prosperous Lake Maracaibo region celebrated its 25th Anniversary December 1, 1939.

Exclusive Representatives

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630 FIFTH AVENUE NEW YORK CITY

$15.15 per Venezuelan Now . . .

Venezuela's imports from the United States in 1938 totaled more than 48 million dollars . . . $15.15 in American goods for every Venezuelan.

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"AHORA" is the leading morning daily of the Republic. Published in the wealthy capital city of Caracas, it has a certified average net paid circulation of 14,260 daily; 20,500 Sundays.

Editorially, "AHORA" is progressive, modern, liberal. It carries United Press cable news, Editors Press Service features and a Sunday rotogravure section. Not only is it first among the publications of Venezuela in circulation, it leads in local and foreign advertising lineage as well.

"ELITE" is a superior weekly magazine which appeals to that class of reader most willing and able to buy articles advertised in its pages. As a result it is first among the magazines of Venezuela in both domestic and overseas advertising linage. It also has the largest certified net paid circulation of any Venezuelan magazine.

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ADDITIONAL CENTRAL AMERICA AND WEST INDIES DAILY NEWSPAPERS

BRITISH HONDURAS

BELIZE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Daily Clarion	1897	ED—English	1,200	6	11 x 16"	Middle & Upper

BAHAMAS

Nassau Daily Tribune	1903	ED-exS—English.	2,000	2-6-8	18 x 22"	All classes.
Nassau Guardian (U. S. 4)	1844	MD-exS—English	2,000	4-6-8	15¾ x 22"	All classes.

BARBADOS

BRIDGETOWN

Barbados Daily Advocate.	1895	MD-exS—English	2,500	18	24 x 18"	Upper middle classes.

BERMUDA

HAMILTON

Royal Gazette & Colonist Daily	1828	MD-exS—English	2,100	12	17 x 24"	All classes.

GRENADA

ST. GEORGES

West Indian	1915	MD—English	600	8	18 x 24"	General.

JAMAICA

KINGSTON

Daily Gleaner (U. S. 10)	1834	MD-exS—English	38,000 Sat. 38,000	24-36	17 x 23"	All classes.
Jamaica Standard (U. S. 6)	....	D—English	.....	....	....	.....

ST. JOHN (ANTIGUA)

Antigua Magnet	1923	ED—English	300	4	16 x 10½"	All classes.

ST. VINCENT

KINGSTOWN

Times	1898	ED—English	1,500	6	15 x 20"	General.

TRINIDAD

PORT OF SPAIN

Port of Spain Gazette	1825	MD-exM-English.	4,000	12-24	Demy	All classes.
Sporting Chronicle	1919	MD—English	6,800	16	19½ x 13½"	All classes.
Trinidad Guardian (U.S.4)	1917	MD-exM-English.	8,000 D	....	.....	.....
			18,000 S	18-32	17 x 22½"	All classes.
Evening News (U.S.4)	1936	ED—English	7,000	16-20	10 x 16"	General.

MARTINIQUE

PORT DE FRANCE

Le Cablo	1926	ED-exS—French	400	....	12½ x 19½"	General.

CURACAO

WILLEMSTAD

Beurs en Nieuws-Berichten	1935	ED-exS—Dutch	1,700	4	21 x 15"	Business men. laborers.
Boletin Commercial	1907	ED-ex-S—Spanish Dutch, English.	160	4	22 x 17½"	Merchants, etc.
De Curacosche Volkskrant	1934	ED-exS—Dutch Papiamento & English	180	4	19¾ x 14½"	Dutch & colored.
Amigos de Curacao (U. S. 10)	1883	Wed. & Sat.-Dutch	2,200	....	24 x 17½"	Upper & business classes.
La Cruz (U. S. 10)	1899	Wed.—Papiamento	4,500	....	24 x 17½"	General circulation.
La Union (U. S. 10)	1920	Wed.—Papiamenta	2,600	....	24 x 17½"	Progressive colored.
La Prensa	.....	ED-exS.—Spanish-Dutch	1,000	4	24 x 17½	Upper and business classes.

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

EUROPE

AUSTRIA

VIENNA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Illustrierte Kronenzeitung.	1900	MD—German	125,000 A	16	27 x 20 cm	All classes.
Neues Wiener Journal	1893	MD—German	90,000 A	16	43 x 28½ cm	Aristocrats.
Neues Wiener Tagblatt (Neues Wiener Abendblatt)	1866	Daily—German	40-105,000 A	24	24½ x 28 cm	Middle classes.
Neuigkeits Weltblatt	1874	ED—German	50,000 A	10	35 x 23 cm	Middle classes.
Reichpost	1893	MD—German	28,000 A	16	40 x 27½"	General.
Die Stunde	1923	Daily—German	30,000 A	12	40 x 27 cm	General.
Der Tag	1922	MD—German	40,000 A	10	40 x 27 cm	Urban.
Videnske Noviny	1890	MD—Czech	10,000 A	8-16	38 x 26 cm	Workmen, Czechs.
Volks Zeitung	1854	MD—German	70,000 A	12	42 x 27½" cm.	Middle classes.
Wiener Neueste Nachrichten	1925	MD—German	50,000 A	24-32	26½ x 40 cm.	General.
Wiener Zeitung	1703	MD—exMon.Ger.	10,000 A	16	37 x 24 cm	Officials, industrialists

BELGIUM

ANTWERP

Gazet Van Antwerpen	1891	MD&ED-Flemish	128,000 X	16-24	53 x 40 cm	All classes.
Het Handelsblad van Antwerpen	1845	MD—Flemisn	30,000 X	8	57 x 42 cm	All classes.
Le Matin	1894	MD&ED—French	45,000 X	14-35	46 x 36 cm	Middle classes
Le Metropole	1894	MD—French	45,000 X	6	49 x 40 cm	Business, upper class.
De Morgenpost	1921	MD—Flemish	15,000 X	8-16	54 x 39½ cm	Business, industrial.
Neptune	1904	MD&ED—French	28,000 X	16	52 x 37½ cm	Business, financial.
DeNieuwe Gazet	1897	ED—French	50,000 X	12-26	23 x 14¾"	Middle class.
De Schelde	1918	MD—Flemish	8,000 X	8	52 x 37 cm	Commercial.
Devolksgazet	1914	MD&ED-Flemish	50,000 X	8-12	58 x 42 cm	Middle classes.

BRUSSELS

La Derniere Heure	1908	MD&ED—French	225,000 X	10	57 x 41 cm	Middle & lower.
La Gazette	1870	MD—French	40,000 X	8	56 x 40 cm	Middle & upper.
Het Laatste Nieuws	1887	MD&ED-Flemish	238,997	16	53 x 36½ cm	All classes.
La Libre Belgique	1884	MD&ED—French	140,000 X	10-12	56 x 41 cm	Middle classes.
La Nation Belge	1917	MD&ED—French	80,000 X	8-16	55½ x 40½ cm.	All classes.
Het Nieuws van den Dag	1844	MD—Flemish	80,000 X	8-12	.....	Lower and middle classes.
Het Niewsblad	1929	MD—Flemish	15,000 X	8-12	54 x 39½ cm	Merchants, workmen.
Le Soir	1886	ED—French	288,589	14	44 x 61 cm	All classes.
Le Sportsman	1900	MD&ED—French	30,000 X	4-6	62 x 44 cm	Sportsmen.
Sportswereld	1912	MD—Flemish	105,000 X	8	60 x 43½ cm	Sportsmen.
De Standard	1914	MD—Flemish	30,000 X	8	54 x 39½ cm	Upper middle.
Le Vingtieme Siecle	1895	MD&ED—French	6,000 X	10	62 x 43 cm	Priests, convents.
L'Independance Belge (U.S. 6)	....	D	.....	....	.....	Better classes

BULGARIA

SOFIA

Dnes	1936	ED-exS*-Bulgarian	12,500 A	8-12	47 x 63 cm.	General—Gov't paper.
Dnevnik	1901	ED-exS-Bulgarian	26,000 A	4-6	43 x 63 cm	General.
Mir	1894	ED-exS-Bulgarian	10,000 A	4	44 x 57 cm	General.
Posledna Poshta	1923	Morning* after holidays-Bulgarian	25,000 A	4	44 x 60 cm.	General.
Praednitchni Vesti	1926	Morning* after holidays-Bulgarian	24,000 A	4	44 x 60 cm.	General.
Slovo	1922	MD-exMon-Bul.	11,000 A	4	44 x 55 cm	General.
Utro	1910	MD-exMon*-Bul.	85,000 A	4-8	39 x 56 cm.	General.
Zaria	1929	MD-exMon*-Bul.	80,000 A	6-8	49 x 54 cm.	General.
Zora	1919	MD-exMon.*	80,000 A	6-8	40 x 54 cm	General.

CZECHOSLOVAKIA

PRAGUE

Czech	1875	MD—Czech	10,000	8	28 x 39 cm	Conservative.
Cesco Slovo	1907	MD—Czech	38,000	18	420 x 280 mm	Middle class.
Lidove Noviny	1920	MD—Czech	25,000	8-16	400 x 265 mm	Catholics.
Lidovy Denik	1919	MD—Czech	200,000	6	330 x 225 mm	Agrarians.
Narodni Listy	1860	MD—Czech	65,000	8-60	510 x 360 mm	Well-to-do.
Narodni Osvobozeni	1924	MD—Czech	90,000	16	32 x 47 cm	Intelligentsia.
Narodni Politika	1882	MD	145,000	....	.....	All classes.
Prager Presse	1921	MD&ED*-German	30,000	12-20	415 x 280 mm	Commercial.
Prager Tageblatt	1875	MD—German	50,000 Sun. 70,000	18-30	325 x 470 mm	Middle classes.
Prazsky Vecernik	1917	MD—Czech	12,000	6	315 x 220 mm	Catholics.
Vecer	1917	ED—Czech	45,000	4	466 x 310 mm	All classes.
Vecerni Ceske Clovo	1907	ED—Czech	208,000	6	420 x 280 mm	All classes.

DENMARK

AALBORG

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Aalborg Amtstidende	1888	ED—Danish	19,100	8-16	520 x 342	All classes.
Aalborg Stiftstidende	....	ED—Danish	17,700	8-16	510 x 358 mm	Conservative upper and middle classes.

AARHUS

Aarhus Amtstidende	....	MD—Danish	11,000	8-16	500 x 354 mm	Agricultural, all classes.
Aarhus Stiftstidende	1793	ED—Danish	23,000	8-16	500 x 354 mm	Conservative, upper and middle classes.
Jyllandsposten	1870	MD—Danish	24,500	8-16	530 x 360 mm	Agricultural, all classes.

COPENHAGEN

Aftenbladet	....	ED*—Danish	27,789	6	470 x 342 mm	Workers, middle classes.
B. T.	1915	NDexS*—Danish.	32,790	20	340 x 232	All Classes.
Berlingske Aftenavis	1749	ED*—Danish	31,400	8	515 x 348	Upper and middle classes.
Berlingske Tidende	1749	MD*—Danish	117,300	32	515 x 348	Business men, upper and middle classes.
Sunday Supplement	....	W*—Danish	187,900	24	340 x 232	Business men, upper and middle classes.
Borsen	1895	MDexMon—Danish*	9,000	6	490 x 360	Business men
Ekstrabladet	1904	EDexS—Danish.	52,100	12	505 x 354	All classes.
Kristeligt Dagblad	....	MD*—Danish	13,000	8	500 x 348	All classes, temperance and religious organizations.
Nationaltidende	1870	MD*—Danish	43,000	20	540 x 348	Conservative, upper and middle classes.
Sunday Supplement	....	W*—Danish	69,300	28	345 x 232	Conservative, upper and middle classes.
Politiken	1883	MD*—Danish	152,600	36	505 x 354 mm	All classes.
Sunday Supplement	....	W*—Danish	247,000	32	340 x 236 mm	All classes.
Radio Supplement	....	W*—Danish	164,000	24	340 x 236 mm	All classes.
Social Demokraten	1871	MD*—Danish	58,900	16	530 x 336 mm	Workers, middle classes.
Sunday Supplement	....	W*—Danish	94,100	24	340 x 224 mm	Workers, middle classes.
Radio Supplement	....	W*—Danish	60,000	16	340 x 224 mm	Workers, middle classes.

ESBJERG

Vestkysten	....	ED—Danish	21,800	8-16	510 x 342 mm	Agricultural and city

HILLERD

Frederiksborg Amts Avis	....	MD—Danish	13,300	8-16	545 x 336 mm	Upper and middle classes.

HJRRING

Vendsyssel Tidende	....	ED—Danish	16,800	8-16	520 x 348 mm	Agricultural, conservative.

HORSENS

Horsens Folkeblad	....	ED—Danish	11,000	8-16	550 x 360 mm	Agricultural, all classes.

KOLDING

Jydske Tidende	....	MD—Danish	16,000	8-16	515 x 348 mm	Agricultural, all classes.

NAESTVED

Naestved Tidende	....	ED—Danish	13,800	8-26	500 x 360 mm	Conservative.

ODENSE

Fyens Stiftstidende	....	ED—Danish	19,200	8-16	500 x 330 mm	Conservative, upper and middle classes.
Fyns Tidende	....	MD—Danish	22,000	8-16	510 x 342 mm	Agricultural, all classes.
Fyns Venstreblad	....	MD—Danish	10,000	8-16	530 x 360 mm	Agricultural.

RANDERS

Randers Dagblad	1874	ED—Danish	10,000	8-16	525 x 336 mm	Conservative.

SLADELSE

Sor Amtstidende	....	ED—Danish	13,600	8-16	560 x 336 mm	Agricultural and city.

VEJLE

Vejle Amts Folkeblad	....	ED—Danish	16,000	8-16	510 x 336 mm	Agricultural, conservative

(*Continued on page* BD3)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 242)

ESTONIA

TALLINN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Paevaleht	1916	ED—Estonian	40,000 A	10	395 x 520 mm	All classes.
Rahvaleht (People's Gazette)	1922	MD—Estonian	27,000 X	10	395 x 520	All classes.
Revalsche Zeitung (formerly Revaler Bote)	1860	ED-exS—German	3,300 A	8-10	385 x 250 mm	German Nationalistic.
Uus Eesti (New Estonia)	1935	MD—Estonian	25,000 A	10	350 x 500	All classes.

FINLAND

HAMEENLINNA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Hameen Sanomat	1878	MD-exM—Finnish	8,000	8	55 x 38.5	All classes.

HELSINKI

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Helsingin Sanomat (U. S. 15)	1889	MD-exM-Finnish.	88,303 D 106,483 S	20 32	50 x 38.5	All classes liberal.
Hufvudstadsbladet	1864	MD*—Swedish	50,000 D 60,000 S	16 28	54 x 38.5	All classes.
Suomen Sosialidemokraatti	1918	MD*—Finnish	30,000 D 34,000 S	10	54 x 38.5	Workers and small farmers.
Uusi Suomi (U.S. 6)	1847	MD—Finnish	65,000 D 75,000 S	16 32	50 x 38.5	All classes—Conservative

JYVASKYLA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Keskisuomalainen	1917	MD-exM-Finnish.	11,000	8	50 x 38.5	Agricultural interest.
Sisa-Suomi	1924	MD-exM-Finnish.	6,000	8	55 x 38.5	Conservative middle class.

KEMI

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Pohjolan Sanomat	1915	MD-exM-Finnish.	7,000	6	50 x 37.1	Farmers.

KUOPIO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Savo	1878	MD-exM-Finnish.	8,000	6	50 x 37.1	Conservative middle class.

OULU

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Kaleva	1899	MD-exM-Finnish.	12,000	6	51 x 39.9	Liberal all classes.
Liitto	1907	MD-exM-Finnish.	7,000	8	51 x 33	Agricultural interests.

PORI

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Satakunnan Kansa	1873	MD-exM-Finnish.	15,000	8	51 x 32.4	Conservatives, well-to-do.

TAMPERE (Tammerfors)

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Aamulehti	1881	MD*—Finnish	30,000	12	51 x 33	Conservative, well-to-do.
Kansan Lehti	1899	MD-exS*-Finnish.	17,000	6	50 x 38.5	Socialist workers.

TURKU (Abo)

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Abo Underrattelser	1824	MD*—Swedish	6,000	6	50 x 39.2	All classes.
Turun Sanomat	1904	MD*—Finnish	25,000	12	50 x 39.2	Liberal, all classes.
Uusi Aura	1880	MD*—Finnish	15,000	12	53 x 39.9	Conservative, well-to-do.

VAASA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Ilkka	1906	MD*—Finnish	15,000	8	50 x 37.8	Agricultural interests.
Vaasa	1903	MD*—Finnish	17,000	8	51 x 38.5	Conservative, well-to-do.
Vasabladet	1859	MD-exMon*-Swed.	12,000	6	56 x 38.5	All classes.

VIIPURI (Viborg)

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Kansan Tyo	1905	MD-exMon*-Fin.	14,000	8	50 x 39.9	Socialist workers.
Karjala	1904	MD*—Finnish	35,000	12	51 x 39.9	Conservative, well-to-do.
Maakansa	1908	MD-exMon*-Fin.	10,000	6	53 x 37.8	Agricultural interests.

FREE CITY OF DANZIG

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Danziger Neueste Nachrichten	1894	ED—German	35,000	16	460 x 315 mm	Middle and upper classes.
Danziger Vorposten	1930	ED-exS—German	25,000	14	345 x 515 mm	Nazi Party Circles.
Zoppoter Zeitung	1896	ED—German	1,700	8	31 x 48 cm	Summer visitors, suburbans.

FRANCE

This information has been gathered from sources which we consider credible. We are particularly thankful to the Office de Justification des Tirages français, 27 Bis avenue de Villiers, Paris (French Audit Bureau of Circulation) which has placed its facts and figures at our disposal. * Indicates circulation verified by this organization.

Newspaper	Circ.	Line Rates in Francs: Announces (Classified)	Line Rates in Francs: Reclames (Display)
ABBEVILLE (Pop. 25,000)			
Pilote de la Somme	12,500	3.50	2.50
ALBI (Pop. 00,000)			
Journal du Tarn	19,916*	....	....
AGEN (Pop. 27,152)			
Indépendant	8,000	2.00	3.00
AMIENS (Pop. 95,000)			
Journal	25,000	2.00	1.50
Progrès de la Somme	79,735*	3.50	3.50
Messager (W)	32,000	2.00	3.50
ANGERS (Pop. 85,602)			
Messager de l'Ouest	12,000	1.50	2.25
Petit Courrier	50,000	5.00	3.00
Progrès	20,000	2.00	3.00
ANGOULEME (Pop. 36,699)			
Charente	5,300	2.50	3.50
Matin Charentais	15,000	2.00	4.00
Petite Charente	9,800	2.00	3.50
AJACCIO (Pop. 23,917)			
Nouvelle Corse	5,000	1.50	3.00
ARRAS (Pop. 30,000)			
Courrier	18,000	2.00	2.00
Pas-de-Calais (W)	42,000	4.00	6.00
AUXERRE (Pop. 22,900)			
Bourguignon	37,228*	2.50	4.00
BAYONNE (Pop. 31,727)			
Courrier	7,000	1.50	2.00
Presse	6,000	1.00	1.75
Sud-Ouest	6,000	1.00	1.50
BASTIA (Pop. 44,628)			
Petit Bastiais	12,000	3.00	5.00
BEAUVAIS (Pop. 20,000)			
Tribune	20,000	1.60	5.00
BELFORT (Pop. 42,516)			
Frontière (SW)	18,000	2.50	2.50
République de l'Est	40,000	3.50	10.00
BESANCON (Pop. 60,000)			
Eclair Comtois	20,000	3.00	6.00
Petit Comtois	30,000	3.00	5.00
République	30,000	....	....
BIARRITZ (Pop. 25,000)			
Gazette	15,000	2.00	2.50
BORDEAUX (Pop. 262,990)			
France de Bordeaux	234,508*	7.00	11.00
Liberté du Sud Est	83,000	4.00	8.00
Petite Gironde	323,279*	14.00	20.00
BOULOGNE-S-MER (Pop. 52,000)			
Télégramme du Pas de Calais	80,000	4.00	7.00
BOURG (Pop. 23,000)			
Courrier	12,000	2.00	2.0
BOURGES (Pop. 45,087)			
Dépêche du Berri	27,000	3.00	5.00
Semaine Berrichonne	20,318*	....	....
BREST (Pop. 69,841)			
Courrier du Finistère	26,200	2.50	6.50
Dépêche de Brest	45,000	6.00	7.50
BRIVE (Pop. 00,000)			
Croix de la Corrèze	24,000	....	....
CAEN (Pop. 57,528)			
Bonhomme Normand	40,000	3.00	10.00
Journal	15,000	2.00	3.00
Moniteur du Calvados	22,000	2.00	4.00
CALAIS (Pop. 70,213)			
Petit Calaisien	13,000	2.00	2.70
Phare	12,500	1.25	8.00
CHALONS S-MARNE (Pop. 32,307)			
Journal de la Marne	26,000	2.00	4.00
Union Républicaine	16,000	2.50	3.50
CHALON S-SAONE (Pop. 34,921)			
Courrier	9,000	1.85	3.75
Progrès	11,000	2.00	2.00
CHARIEVILLE (Pop. 22,708)			
Journal des Ardennes	15,000	2.00	4.00
Petit Ardennais	30,000	4.00	6 to 10.00
CHARTRES (Pop. 27,000)			
Dépêche de l'Eure et Loir	25,000	2.50	4.00
CHATEAUROUX (Pop. 30,000)			
Department	27,000	4 to 5.00	3 to 5.00
Progrès de l'Indre (SW)	7,000	1.25	2.00
CHAUMONT (Pop. 15,941)			
Petit Champenois	.....	3.00	4.50
Petit Haut-Marnais	21,000	3.00	5.00
CHERBOURG (Pop. 38,000)			
Eclair	17,000	3.00	5.00
Reveil de la Manche (SW)	30,000	4.00	6.00
CLERMONT-FERRAND (Pop. 103,143)			
Avenir	48,000	5.00	6.00
Moniteur	43,564*	5.00	6.00
Montagne	25,000	5.00	8.00
DIJON (Pop. 90,869)			
Bien Public	18,000	2.50	4.00
Progrès	32,000	3.50 to 5.00	3.50
Bourgogne Républicaine	14,000	....	....
DUNKIRK (Pop. 27,350)			
Nord Maritime	28,000	4.00	6.00
EPINAL (Pop. 27,350)			
Express de l'Est	21,000	6.00	8.00
Foyer Vosgien	22,000	....	....
Télégramme des Vosges	19,000	2.00	3.00
GRENOBLE (Pop. 90,748)			
Petit Dauphinois	180,000	12.00	20.00
République	26,000	....	4 to 6.00
LE HAVRE (Pop. 165,076)			
Eclair	23,000	3.50	2.50
Petit Havre	35,000	4.50	8.00
LAVAL (Pop. 27,792)			
Mayenne	1,200	1.50	1.75
Républicain (W)	30,000	1.50	1.50
LILLE (Pop. 201,568)			
Croix du Nord	28,000	3.50	8.00
La Dépêche	.....	4.00	10.00
Echo du Nord	315,263*	10.00	9.00
Progrès du Nord	30,000	3.00	7.00
Réveil du Nord	170,000	....	....
LIMOGES (Pop. 90,000)			
Courrier du Centre	95,000	6.00	9.00
LORIENT (Pop. 60,000)			
Nouvelliste	32,000	3.00	2.00
LYON (Pop. 573,763)			
Nouvelliste	240,000	10.00	18.00
Progrès	300,000	23,667 Frs. per page	
Lyon-Soir	20,000	....	....
Lyon-Républicain	90,000	....	....
MACON (Pop. 18,000)			
Union Républicaine (SW)	5,000	6.00	3.00
LE MANS (Pop. 76,868)			
Sarthe	68,000	4.00	7.00
MARSEILLES (Pop. 900,000)			
Marseilles-Matin	100,000	8.00	10.00
Petit Marseillais	231,867*	10.00	12.00
Petit Provençal	186,000	....	....
Sémaphore	28,000	4.00	6.00
Soleil	50,000	2.50	2.50
MONTLUCON (Pop. 46,000)			
Centre	19,600	1.50	2.50
MONTPELLIER (Pop. 88,924)			
Eclair	65,000	7.00	10.00
Petit Méridional	85,000	7.00	10.00
MOULINS (Pop. 22,225)			
Courrier	8,000	1.70	3.00
Progrès	25,000	2.25	4.00
MULHOUSE (Pop. 100,000)			
Mulhauser Tagblatt	48,000	4.00	4.00
NANCY (Pop. 121,300)			
Eclair	20,000	....	....
Est-Républicain	139,455*	7.50	7.50 up
NANTES (Pop. 187,343)			
Echo	40,307	3.00	7.00
Phare	81,836*	4.00	11.00
Populaire	.....	2.00	5.00
NEVERS (Pop. 29,306)			
Paris-Centre	45,000	3.00	....
NICE (Pop. 280,000)			
Eclaireur	110,000	....	....
Petit Niçois	70,000	1.50	5.00
NIMES (Pop. 89,203)			
Républicain	18,000	3.00	8.00
NIORT (Pop. 30,000)			
Memorial	12,000	2.50	2.50
ORLEANS (Pop. 78,000)			
France du Centre	18,000	2.00	2.00 up
Républicain	27,000	3.00	3.00 up
PARIS (Pop. 5,000,000 including suburbs)			
Morning Papers:			
Action Française	110,000	12.00	25.00
Aube	20,000	3.00 up	5.00 up
Auto	.....	....	....
Continental Daily Mail (U. S. 6)	.....	4.50 up	12.00 up
Epoque	.....	....	....
Excelsior	240,000	8.00	20 to 60.00
Figaro	85,000	12.00	20.00
Jour-Echo de Paris	200,000	....	....
Journal	600,000	32.00	36.00
Journée Industrielle	40,000	2.50 up	4.00
Matin	400,000	5.00 up	20.00 up
New York Herald	.....	10.00	20.00
Oeuvre	200,000	15.00	18.00
Ordre	50,000	10.00	25.00
Petit Bleu	.....	15.00	10.00
Petit Journal	.....	18.00	20.00
Petit Parisien	1,304,029*	Oct. 1935	....
Populaire	210,000	15.00	18.00
Evening Papers:			
Croix	.....	5.00	9.00
Information	105,000	12.00	15.00
Intransigeant	225,000	8.00	15.00
Jornal des Débats	35,000	10.00	15.00
Paris-Midi (U.S. 10)	64,999*	....	....
Paris-Soir & Sun (U. S. 10)	1,399,950*	40.00	45.00
Temps	90,000	18.00	18.00
Illustrated and Literary Papers:			
Annales (W)	110,000	13.00	50.00
Candide	339,000*	15.00	18.00
Dimanche Illustré	300,000	....	25 to 40.00
Excelsior Modes	60,000	Frs. 6,000—per page	
Gringoire	497,575*	Nov. 1936	....
Illustration	176,399*	41.00	41.00
Je Sais Tout	112,000	Frs. 2,500—per page	
Lectures Pour Tous	120,000	Frs. 2,000—per page	
Paris-Magazine	128,041*	....	....
Marie-Claire (U.S. 10)	677,000*	1934	....
Rie et Rae	251,000*	....	....
Voila	132,095*	....	....
Plaisirs de France	37,805*	....	....
Confidences	214,530*	....	....
Match	550,000	....	....
Vu	50,000	....	....
Ciné-Monde	80,000	....	....
Pour Vous	120,000	....	....
Journal de Mickey	350,000	....	....
Robinson	225,000	....	....
Trade and Business Papers:			
Excelsior Modes	60,000	6,000 per page	
Je Sais Tout	112,000	2,500 per page	
Lectures Pour Tous	120,000	2,000 per page	
Echos	20,000	3,500 per page	
Expertateur Français	35,000	2,500 per page	
Commerce	10,000	1,300 per page	
Presse-Publicité	8,000	4,500 per page	
Vendre	9,500	1,800 per page	
Industrial Organisms:			
Aéro	43,574*	....	....
Alimentation	5,000	1,800 per page	
Batiment	12,000	20 per col.	
Génie Civil	5,000	1,000 per page	
Electricité	7,500	1,680 per page & up	
Industrie Textile	.....	6,000 per page	
Mécanique	5,000	1,900 per page & up	
Revue Générale de l'Electricité	4,500	500 per page	
Science et la Vie	75,000	4,000 per page	
Travaux	4,500	1,680 per page & up	
Usine	16,000*	1,950 per page	
Via automobile	1,500	1,600 per page	
PAU (Pop. 38,962)			
Indépendant	28,000	2.00 up	5.00
Patriote	28,000	2.00	4.00 up
PERIGUEUX (Pop. 33,968)			
Avenir	4,500	1.75	2.00
Combat (W)	.....	3.00	5.00
PERPIGNAN (Pop. 73,962)			
Indépendant	40,000	5.00	4.00
POITIERS (Pop. 42,347)			
Journal de l'Ouest	.....	....	....
LE PUY (Pop. 22,068)			
Liberté	18,000	1.25	1.75
Haute Loire	5,000	1.50	2.00
RENNES (Pop. 100,900)			
Ouest-Eclair	302,918*	14.00 up	14.00 up
Nouvelliste	73,000	4.00	7.00
RHEIMS (Pop. 112,820)			
Eclaireur	106,923*	6.00	10.00
Nord Est	.....	3.00	5.00
ROUBAIX (Pop. 120,000)			
Journal	90,000	5.00	6.00

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 243*)

Newspaper	Circ.	Line Rates in Francs: Announces (Classified)	Line Rates in Francs: Reclames (Display)
RODEZ (Pop. 16,150)			
Croix	.....	....	....
ROUEN (Pop. 122,088)			
Dépêche	37,000	3 to 5.00	3.00
Journal	99,000	5.00 up	4.00
SAINT-ETIENNE (Pop. 191,000)			
Avenir de la Loire	18,000	1.75	3.50
Loire Républicaine	39,000	5.00	5.00 up
Memorial	50,500	....	....
Tribune Républicaine	149,824*	12.00	22.00
SAINT QUENTIN (Pop. 52,000)			
ndépendant	10,000	2.00	3.00
STRASBOURG (Pop. 200,000)			
Dernières Nouvelles*	.....	....	....
*Published in Bordeaux for refugees.			
TARBES (Pop. 29,856)			
Républicain	11,000	....	....
TOULON (Pop. 165,000)			
Petit Var	38,000	5.50 up	5.50 up
TOULOUSE (Pop. 00,000)			
La Garonne	75,000	5.00	7.00
Dépêche de Toulouse	261,000*	10.00	18.00
TOURS (Pop. 100,000)			
Dépêche du Centre	110,000	5.00	5.00 up
TROYES (Pop. 65,000)			
Petit Troyen	26,000	8.00	2.25
Tribune	31,000	3.75	3.00
TULLE (Pop. 32,000)			
Corrézien	20,000	2.00	2.00
VANNES (Pop. 24,000)			
Nouvelliste (W)	22,500	2.00	3.00
VERDUN (Pop. 16,540)			
Bulletin Meusien (W)	20,323	2.25	3.00
VERSAILLES (Pop. 68,075)			
Nouvelles (W)	11,904*	....	....
VESOUL (Pop. 10,000)			
Nouvelliste (SW)	24,000	2.00	3.00
VICHY (Pop. 22,207)			
Dépêche	5,000	2.00	3.00
Semaine	4,000	2.00	3.00

GERMANY

(List and circulations from Sperlings Zeitschriften und Zeitungs—Adresbuch 1937.)

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
BERLIN						
Berliner Boersen Zeitung	1855	MD&ED—German	30,500	16d	480 x 336 mm	Financiers.
Berliner "B-Z" am Mittag	1877	MD—German	100,000	16d	280 x 414 mm	All classes.
Berliner Lokal-Anzeiger	1882	MD&ED—German	194,000	16d	286 x 415 mm	All classes.
Berliner Morgenpost	1899	MD—German	400,000	16d 28S	280 x 414 mm	All classes.
Berliner Nachtausgabe	1924	ED-exS*—German	237,000	12-16	415 x 286 mm	Middle class.
Berliner Tageblatt (With daily supplement)	1871	MD-exMon—Ger.	60,000	16d	285 x 415 mm	All classes.
Deutsch Allgemeine Zeitung	1921	MD&ED—German	60,000	10d	488 x 350 mm	Conservative.
Berliner Volkszeitung	....	.....	60,000	....	.....	.....
8-Uhr Abenblatt	....	.....	22,000	....	.....	.....
Berliner Allgemeine Zeitung	....	.....	40,000	....	.....	.....
Berliner Montagspost	....	.....	134,000	....	.....	.....
Der Montag	....	.....	169,000	....	.....	.....
Voelkischer Beobachter	....	.....	.....	....	.....	.....
Nordeutsche Ausgabe	....	.....	300,000	....	.....	.....
Berliner Ausgabe	....	.....	190,000	....	.....	.....
Angriff	....	.....	100,000	....	.....	.....
BREMEN						
Bremen Nachrichten	1743	MD—German	58,000	12	326 x 480 mm	General.
Bremer Zeitung	....	D—German	31,000	....	520 x 359 mm	.....
CHEMNITZ						
Allgemeine Zeitung	1898	ED-exS—German	32,000	24	295 x 445 mm	All classes.
Chemnitzer Neueste Nachrichten	1889	ED-exS—German	50,000	18	302 x 430 mm	Industrial.
Chemnitzer Tageblatt	1847	MD—German	18,000	24	302 x 460 mm	All classes.
Chemnitzer Tageszeitung	....	.....	33,000	....	.....	.....
COLOGNE						
Koelnische Zeitung (U.S. 6)	1800	MD&ED—German	95,000	12	430 x 279 mm	Wealthy.
Westdeutscher Beobachter	....	.....	200,000	....	.....	.....
DRESDEN						
Dresden Anzeiger	1730	MD&ED—German	50,000	24	286 x 450 mm	Industrial.
Dresdner Nachrichten	1856	MD&ED—German	34,500	24	280 x 435 mm	Industrial.
Dresdner Neueste Nachrichten	1893	ED-exS—German	95,000	20	326 x 464 mm	Industrial.
Saechische Volkszeitung	1902	ED-exS—German	4,600	12	275 x 420 mm	Catholic.
Der Freiheitskampf	....	.....	60,900	....	.....	.....
DUSSELDORF						
Dusseldorfer Nachrichten	1876	MD&ED—German	68,000	32	295 x 420 mm	All classes.
"Volksparole," including Dusseldorfer Stadt Anzeiger, among others	1926	MD—German	180,000	18	530 x 375 mm	Middle classes.
Der Mittag	1920	ED—German	44,000	14	480 x 349 mm	Sportsmen and Society.
Dusseldorfer Tageblatt	....	.....	30,000	....	.....	.....
ESSEN						
Essener Allgemeine Zeitung	1875	MD&ED—German	42,000	20	455 x 326 mm	Middle and better classes.
Essener Anzeiger	1904	MD—German	38,000	20	420 x 280 mm	All classes.
Rheinische Westfaelische	1738	MD&ED—German	29,000	5	510 x 373 mm	Beclassettes.
Essener Volkszeitung	....	.....	30,500	....	.....	.....
FRANKFORT-ON-MAIN						
Frankfurter Zeitung & Handelsblatt	1856	MD&ED—German	71,000	9-10	530 x 350 mm	Upper and middle classes.
Frankfurter General Anzeiger	1876	MD-exS—German	103,500	12-48	474 x 331 mm	Middle class.
Frankfurter Volksblatt	....	.....	83,000	....	.....	.....
HAMBURG						
Hamburger Anzeiger	1887	ED—German	156,000	18-32	38 x 560 mm	Middle class.
Hamburger Fremdenblatt (U.S. 6)	1828	MD&ED—German	118,000	24-36	513 x 373 mm	.....
Hamburger Nachrichten	1792	MD&ED—German	52,500	14-20	520 x 376 mm	.....
Hamburger Tageblatt	....	.....	61,400	....	.....	.....
HANNOVER						
Hannoversche Landeszeitung	1866	ED—German	22,000	12-16	430 x 286 mm	Middle classes.
Hannoverscher Anzeiger	1892	ED—German	80,000	20	430 x 307 mm	Well-to-do.
Hannoverscher Kurier	1849	MD—German	21,000	20	420 x 286 mm	Wealthy and intellectual.
Hannoverscher Tageblatt	....	.....	34,500	....	.....	.....
Niedersaechsische Tageszeitung	....	.....	95,500	....	.....	.....

GERMANY—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
KIEL						
Kieler Neueste Nachrichten	1894	D-exMon—Ger.	62,000	20-40	285 x 420 mm	Better class.
Nordische Rundschau	....	.....	26,500	....	.....	.....
KONIGSBURG						
Konigsberger Allgemeine Zeitung	1875	ED&MD—German	45,000	12	434 x 302 mm	Family paper.
Konigsberger Tageblatt	1897	MD-exMon—Ger.	35,000	8-12	434 x 302 mm	Middle classes.
Preussische Zeitung	....	.....	64,500	....	.....	.....
LEIPZIG						
Leipziger Neueste Nachrichten U. S. 6	1892	D—German	145,000	100	444 x 296 mm	.....
Neue Leipziger Zeitung	1806	D—German	69,000	16	420 x 300 mm	.....
Leipziger Tageszeitung	....	.....	48,500	....	.....	.....
MUNICH						
Voelkischer Beobachter Sueddeutsche Ausgabe	....	.....	52,000	....	.....	.....
Muenchner Ausgabe	....	.....	63,000	....	.....	.....
Muenchner Neueste Nachrichten	1848	MD—German	93,500	24-30	365 x 360 mm	General.
Muenchner Zeitung	1802	MD—German	76,000	16-32	455 x 320 mm	Better middle.
NUREMBURG						
Nuremberger Zeitung	1804	MD—German	54,000	16-30	420 x 284 mm	General.
8 Uhr Blatt	....	.....	44,400	....	.....	.....
PRAG						
Der Ruf	....	.....	60,000	....	.....	.....
Deutsche Landpost	....	.....	.....	....	.....	.....
Die Zeit	....	.....	40,000	....	.....	.....
Nordboehmische Heimat	....	.....	6,000	....	.....	.....
Rundschau	....	.....	65,000	....	.....	.....
STUTTGART						
Schwaebischer Merkur	1785	D-exS—German	13,000	....	412 x 288 mm	All classes.
Stuttgarter Neue Tagblatt	1843	D-exS—German	46,000	20	490 x 326 mm	Business and middle classes
Schwaebische Tageszeitung	....	.....	16,000	....	.....	.....
Wuerttemberger Zeitung	....	.....	36,800	....	.....	.....
WIEN						
Echo	....	.....	70,000	....	.....	.....
Illustrierte Kronen Zeitung	....	.....	220,000	....	.....	.....
Kleine Volkszeitung	....	.....	180,000	....	.....	.....
Neue Freie Presse	....	.....	64,000	....	.....	.....
Neues Wiener Journal	....	.....	90,000	....	.....	.....
Vol Kszeitung	....	.....	70,000	....	.....	.....
Wiener Neueste Nachrichten	....	.....	48,000	....	.....	.....
Wiener Zeitung	....	.....	10,000	....	.....	.....

GIBRALTAR

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
El Anunciador	1885	ED-exS—Spanish.	1,100	4	22½ x 15½"	General.
El Calpense	1868	ED-exS—Spanish.	1,000	4	25 x 16½"	General.
Gibraltar Chronicle & Official Gazette	1801	ED-exS*—English	1,000	4	20 x 15"	General.

MALTA

VALLETTA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Il Berka	1921	ED-exS*-Maltese.	7,120	12	16 x 11"	Maltese.
Lloyd Maltese	1840	ED-exS—English, Ital., Maltese	500	4	17 x 12"	Shipping and commercial interests.
Malta Chronicle & Imperial Services Gazette	1886	MD-exS*-English.	8,000	16	19 x 14"	Maltese and English residents.
Times of Malta	1922	MD*—English	6,500	16-28	16 x 11"	Maltese and English.

GREECE

ATHENS

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Akropolis	1881	MD—Greek	40,000	4-6	17 x 24⅝"	Middle and lower classes.
Asyrmatos (Wireless)	1939	ED—Greek	28,000	6-8	17 x 24"	Middle and lower classes.
Athenaika Nea (Athens News)	1931	ED—Greek	10,000	4-6	17 x 23"	Middle class.
Eleftheron Vema (Free Tribune)	1922	MD—Greek	35,000	6-8	17¾ x 27¾"	Intellectual, commercial.
Ellenikon Mellon (Greek Future)	1932	MD—Greek	60,000	6-8	17 x 24¾"	Middle and lower classes.
Estia (The Hearth)	1876	ED—Greek	15,000	4-6	17 x 23"	Intellectual, commercial, middle class.
Ethnos (Nation)	1919	ED—Greek	30,000	4-6	17 x 23¼"	Intellectual, commercial, middle class.
Kathimerini (The Daily)	1918	MD—Greek	20,000	4-6	17 x 23¾"	Intellectual, commercial, middle class.
Le Messager d'Athenes	1875	MD—French	1,500	4	15½ x 22¾"	Intellectual and foreigners.
Proia (Morning)	1925	MD—Greek	30,000 A	6-8	18½ x 24¾"	Intellectual, commercial, middle class.
Typos (The Press)	1934	ED—Greek	50,000 Z	6-8	17 x 25"	Middle and lower classes.
Vradyni (Evening)	1925	ED—Greek	35,000 A	4-6	17 x 24¼"	Middle class.
CANDIA						
Kritika Nea	1932	ED—Greek	3,500 Z	4	21 x 30"	All classes.
Nea Ephimeris	1910	MD—Greek	8,500 Z	4	13 x 21¼"	All classes.
DRAMA						
Proia	1932	MD—Greek	1,200	4	17½ x 25"	All classes.
JANNINA						
Epiroticos Agon	....	MD—Greek	1,000 X	4-6	13½ x 20½"	All classes.
KALAMATA						
Messinia	1929	MD—Greek	700 X	4	13¼ x 20½"	All classes.
Simaea	1914	MD—Greek	800 X	4	15½ x 22"	All classes.
Tharros	1899	MD—Greek	800 X	4	13½ x 20½"	All classes.
KAVALLA						
Eleftheros Kyrix	1926	MD—Greek	1,700	4	13½ x 19½"	All classes.
Tachydromos	1931	MD—Greek	1,800	4	13½ x 19½"	All classes.
LARISA						
Eleftheria	1922	MD—Greek	1,500 A	4	17½ x 25"	All classes.

(*Continued on page 245*)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 244)

GREECE—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
MYTILINI						
Phos	1933	MD—Greek	1,500 A	4	13½ x 19"	All classes.
Tachydromos	1925	MD—Greek	3,100 Z	2	14½ x 21¾"	All classes.
PATRAS						
Apogevmatini	1921	ED—Greek	800	4	9½ x 15½"	All classes.
Neologos	1893	MD—Greek	8,000	4-6	15 x 22½"	All classes.
Tachydromos	1932	MD—Greek	5,000	4	15 x 22½"	All classes.
Telegraphos	1917	MD—Greek	4,000	4	15 x 22½"	All classes.
PIRAEUS						
Chronographos	1897	MD—Greek	2,500 A	4	15½ x 22½"	Middle classes, business men.
Neoi Keroi	1929	MD—Greek	3,000 A	4	15½ x 22½"	Middle class.
Piraiki	1934	MD—Greek	2,000 A	4		Middle class.
Simaea	1917	ED—Greek	9,000 Z	4	14 x 20"	Middle class.
Sphaera	1880	MD—Greek	1,800	4	15½ x 22½"	Business men, shipping circles.
Tharros	1913	ED—Greek	2,500 A	4	15½ x 22½"	Middle and lower classes.
PYRGOS						
Patris	1902	MD—Greek	2,000 X	4	13½ x 20¾"	All classes.
SALONIKA						
Apogevmatini (Afternoon)	1932	ED—Greek	4,000 A	4	15½ x 23"	All classes.
Axion	1928	MD—Judeo-Spanish	1,000 A	4	16 x 22½"	Jews.
L'Independent	1887	ED—French	1,000 A	4	21 x 14½"	Jews and foreigners
Makedonia (Macedonia)	1911	MD—Greek	22,000 X	4	23½ x 18½"	All classes.
Messagero	1935	MD—Judeo-Spanish	600 A	4		Jews.
Nea Alithia (New Truth)	1902	ED—Greek	2,000 A	4	23½ x 17½"	All classes.
Phos (Light)	1913	MD—Greek	20,000 X	4	24½ x 17½"	All classes.
Le Progres	1924	MD—French	2,500 Z	4	22 x 15¼"	Jews and foreigners
TRIPOLIS						
Morias	1901	MD—Greek	1,500 A	4	15½ x 22½"	All classes.
VOLO						
Simaia	1925	MD—Greek	5,000 Z	4	13 x 20¾"	All classes.
Nea Ellas	1934	MD—Greek	2,500 A	4	17½ x 25"	All classes.
TRIKKALA						
Anaghenni sis	1893	MD—Greek	1,000	4		All classes.

HUNGARY

BUDAPEST

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Az Est (U.S. 19)	1910	ED-exS*—Hun.	160,000	16-20	22.4 x 36 cm.	All classes.
Budapesti Hirlap	1881	MD-exMon—Hun.	35,000	16-32	26.8 x 41 cm.	Intellectuals, landowners.
Esti Kurir	1923	ED-exS—Hun.	.....	12-16	28 x 41 cm.	Professionals, dealers.
Fraes Ujsag	1894	MD—Hungarian.	80,000	8-16	24 x 36 cm.	Agricultural laborers.
Magyarsag	1921	MD—Hungarian.	50,000	16-48	28 x 41.1 cm.	Nationalist.
Magyarorszag (U.S. 19)	1893	ED-exS*—Hun.	90,000	20-24	22.4 x 35 cm.	All classes.
Nemzeti Ujsag	1919	MD-exMon—Hun	45,000	16-24	28 x 41 cm.	Middle class, clerical.
Nepszava	1872	MD-exMon—Hun.	70,000	12-24	23.4 x 35 cm.	Social-Democrat.
8 Orai Ujsag	1915	ED—Hungarian.	44,000	12-16	26 x 41 cm.	Liberal.
Pester Lloyd	1853	MD-exMon—Ger.	26,000	8-16	25½ x 42 cm.	
Pesti Hirlap	1878	MD-exMon—Hun.	120,000	24-32	24 x 36 cm.	All classes.
Pesti Naplo (U.S. 19)	1849	D-exMon—Hun.	120,000	24-72	22.8 x 35½ cm.	All classes.
Uj Nemzedek	1919	ED-exS—Hun.	32,000	12-16	28 x 41 cm.	Christian middle class.
Ujsag	1901	MD-exMon—Hun.	100,000	16-48	28 x 41 cm.	Business, middle class.
A Mai Nap	....	D-exS—Hungarian	15,000	....	.....	General.
Nemzet	....	D-exS—Hungarian	8,000	....	.....	Opposition.
Neues Politisches Volksblatt	....	D-exS—German.	40,000	....	.....	Agriculturists, trades people.
Fuggetlenseg	....	MD-exS—Hun.	120,000	16	.....	Public service workers, professionals.
Uj Magyarsag	....	D-exS—Hungarian	60,000	16	.....	Reform youth.
Esti Ujsag	....	ED-exS—Hun.	45,000	10-12	.....	All classes.
Magyar Nemzet	....	MD-exS—Hun.	35,000	16	.....	Liberalopposition.

ITALY

BARI

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
La Gazzetta del Mezzogiorno	1921	MD—Italian	7,000	8	17 x 23½"	General public.

BERGAMO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
L'Eco de Bergamo	1880	MD-exS—Italian.	8,000 A	4-6	41 x 35 cm.	Rural chiefly.
La Voce di Bergamo	1921	MD-exS—Italian.	6,500 A	6	54 x 52 cm.	Rural chiefly.

BOLOGNA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Il Resto del Carlino (U.S. 19)	1885	MD-exMon—Italian	100,000 X	6-8	23½ x 17½"	General public.
Il Carlino della Sera	1885	ED-exMon—Italian	20,000 X	6-8	23¼ x 17¼"	General public.
L'Avvenire d'Italia	1895	MD-exMon—Ital.	40,000 X	6-8	23½ x 17½"	Catholic priesthood and lay Catholics

BOLZANA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Alpenzeitung	1925	MD—German	.....	6	17 x 23"	Laboring classes.
La Provincia di Bolzano	1926	MD—Italian	.....	8	16½ x 24"	Laboring classes.

BRESCIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Il Popolo di Brescia	1923	MD-exS—Italian.	20,000 A	8	58 x 40 cm.	Political and rural.

CATANIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Il Popolo di Sicilia	1878	D—Italian	40-50,000 estimated	6-8	16¾ x 22¾"	All classes.

COMO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
L'Ordine	1880	MD—Italian	6,500 A	4	39½ x 53½ cm.	Chiefly rural.
Provincia di Como	1891	MD—Italian	11,000 A	6	38½ x 52½ cm.	Political and rural.

CREMONA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Il Regime Fascista	1922	MD—Italian	60,000 A	4-6	38½ x 52½ cm.	Political and rural.

FERRARA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Corriere Padano	1924	MD-exS—Italian.	40,000 X	6-8	23 x 17"	General public.
Corriere del Lunedi	1924	MD-exS—Italian.	20,000 X	6-8	23 x 17"	General public.

FLORENCE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
La Nazione	1859	MD-exMon—Ital.	90,000 X	6-8	23 x 17"	General public.
Il Nuovo Giornale	1905	ED-exS—Italian.	30,000 X	6-8	23 x 17"	General public.

GENOA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Corriere Mercantile	1824	MD—Italian	20,000	6	15¼ x 21¼"	Business.
Giornale di Genova (U. S. 19)	1922	MD—Italian	65,000	8-10	16½ x 22"	General.
Il Lavoro	1902	MD—Italian	65,000	8-10	16½ x 23"	All classes.
Il Secolo XIX	1884	MD—Italian	60,000	8-12	16¾ x 21¾"	Goo class.

LEGHORN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Corriere del Tierreno	1872	ED—Italian	20,000	8	530 x 375 mm.	Political.
Il Telegrafo	1877	MD—Italian	80,000	8	530 x 375 mm.	General public.

MANTUA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Voce di Mantova	1920	MD-exS—Italian.	7,000 A	4-6	55 x 38 cm.	Political and rural.

MESSINA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Gazzetta (U.S. 19)	1927	MD&ED—Italian	15,000	4	17¼ x 23½"	All classes.

MILAN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
L'Ambrosiano (U.S. 19)	1922	ED—Italian	45,000 A	8	38 x 54 cm.	General.
Corriera della Sera	1875	MD&ED—Italian	500,000 A	8-10	23½ x 17 cm.	General.
La Gazzetta dello Sport	1894	MD-exS—Italian.	250,000 A	6-8	38 x 53 cm.	Sportsmen.
L'Italia	1911	MD—Italian, French, Eng.	30,000 A	6	53½ x 54 cm.	Political; Catholics and general.
Il Popolo d'Italia	1914	MD—Italian	350,000 A	8-10	40 x 54 cm.	Political & General.
Il Secolo-Le Sera (U.S. 19)	1890	MD—Italian	120,000 A	6-8	38 x 54 cm.	General.
Il Sole	1865	MD—Italian	80,000 A	6-8	41½ x 51½ cm.	Financial.

MODENA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Gazzetta dell' Emilia	1861	MD—exMon-Ital.	20,000 X	6-8	23 x 17"	General public.

NAPLES

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Il Corriere di Napoli (U.S. 19)	1878	ED—Italian	25,000	5	16 x 23"	General public.
Il Mattino (U.S. 19)	1891	MD—Italian	130,000	6	16 x 23"	General public.
Roma	1865	ED—Italian	60,000	7	16 x 23"	General public.

PADOVA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Il Veneto	1887	MD—Italian	....	6	24½ x 18"	Laboring classes.

PALERMO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Giornale di Sicilia	1860	MD&ED—Italian	60-80,000	8	17 x 23½"	All classes.
L'Ora	1899	MD&ED—Italian	50,000	8	17 x 23½"	All classes.

REGGIO EMILIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Il Solco Fascista	1928	MD-exMon—Ital.	10,000 X	6-8	23 x 17"	General public.

ROME

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
L'Avvenire	1938	ED—Italian	17,000	4	55 x 39 cm.	All Classes.
Il Giornale d'Italia (U.S. 19)	1900	ED—Italian	280,000	4	387 x 532 mm.	General Italian.
L'Italie	1850	MD—Italian	30,000	4	36 x 52 cm.	Middle class, Italian.
Il Lavoro Fascista	1928	MD—Italian	85,000	4	41½ x 55 cm.	Middle class, Italian.
Il Littoriale	1927	MD—Italian	70,000	4	39 x 55 cm.	Sporting public, Italian.
Il Messaggero	1872	MD—Italian	250,000	4	42½ x 55 cm.	General Italian.
Il Piccolo (U.S. 19)	1911	ND—Italian	40,000	4	387 x 532 mm.	General Italian.
Il Popolo di Roma	1925	MD—Italian	100,000	4	394 x 536 mm.	General Italian.
Il Tevere	1924	MD—Italian	25,000	4	38 x 52 cm.	General Italian.
La Tribuna	1883	ED—Italian	80,000	4	38 x 52 cm.	General Italian.

ROVIGO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Il Polesine Fascista	1933	MD—Italian	.....	5	16½ x 24"	Lower classes.

TRIESTE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Il Piccolo (U.S. 19)	1881	MD—Italian	.....	6	59½ x 42½ cm.	All classes.
Piccolo della Sera (U.S. 19)	1881	ED—Italian	.....	4	59½ x 42½ cm.	All classes.
Il Popolo di Trieste	1919	MD—Italian	.....	6	60 x 40 cm.	Industrial

TRENTO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Il Brennero	1921	MD—Italian	.....	6	22½ x 16"	Laboring classes.

TURIN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
La Gazzetta del Popolo (U.S. 19)	1848	Daily—Italian	350,000	10	60 x 43 cm.	All classes.
La Stampa (U.S. 19)	1805	Daily—Italian	400,000	8-10	58½ x 42½ cm.	All classes.

VATICAN CITY (Rome)

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
L'Osservatore Romano	1861	MD—Italian	50,000	4	55 x 44 cm.	General.

VENICE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Gazzetta de Venezia (U.S. 19)	1742	MD-exMon—Ital.	35-40,000	6	16½ x 23"	Upper classes.
Il Gazzettino	1887	MD-exMon—Ital.	50,000	16	22 x 16"	All classes.

LATVIA

JELGAVA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Zemgales Balss	1924	ED—Lettish	5,000 A	4	18 x 12"	All classes.

LIEPAJA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Kursemes Vards	1917	ED—Lettish	8,500 A	6	20 x 14"	All classes.

RIGA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Briva Zeme	1919	ED—Lettish	35,000 A	12	17 x 12"	Farmers.
Jaunakas Zinas	1911	ED—Lettish	206,000 A	16	11 x 16½"	Middle class.
Rigasche Rundschau	1869	ED—German	15,000 A	10	19 x 12"	German Balts. Foreigners.
Rihta	1935	MD—Lettish	36,600 A	10	17 x 11½"	Middle classes.
Sevodnia	1919	MD—Russian	38,000 A	8	19 x 13½"	Russians, Jews.
Sevodnia Vecherom	1926	ED—Russian	17,000 A	6-8	19 x 13½"	Russians, Jews.

LITHUANIA

KAUNAS

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Lietuvos Aidas (Lithuanian Echo)	1928	MD-ED—Lithuanian.	24,000 X	12	18½ x 12½	All classes.
Lietuvos Zinios (Lithuanian News)	1909	ED—Lithuanian.	9,500 X	8	18½ x 13¼"	All classes.
Yiddische Stimme (Jewish Voice)	1919	MD—Jewish ED—Jewish	11,000 X 12,000 X	8	21¾ x 15¾"	Jewish.
XX Amsius (Twentieth Century) (formerly Rytas)	1923	MD—Lithuanian.	4,000 X	6-12	18½ x 12½	Catholic intellectuals & farmers.

NETHERLANDS

(Prepared especially for EDITOR & PUBLISHER by Centraal Bureau voor Courantenpubliciteit van de Nederlandsche Dagbladpers except for circulation figures.)

PROVINCE: NOORD-HOLLAND

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
†ALKMAAR						
Alkmaarsche Courant	1798	ED	.....	10	340 x 500 mm.	General.
†*AMSTERDAM						
Algemeen Handelsblad (U. S. 15)	1828	MD & ED	66,000	20	400 x 545 mm.	Liberal.
Christ Soc. Dagblad De Amsterdammer	1912	ED	.....	14	400 x 520 mm.	Protestant.
De Courant-Het Nieuws van den Dag (U. S. 8)	1893	MD & ED	275,000	12	420 x 555 mm.	General.
De Standard	1872	ED	.....	12	400 x 520 mm.	Protestant.
De Telegraaf (U. S. 5)	1893	MD & ED	100,000	22	420 x 555 mm.	General.
De Arbeiderspers* (U. S. 6)	1900	MD & ED	.....	18	375 x 530 mm.	Socialists.

Arbeiderspers: Group of 3 socialist newspapers, including "Het Volk" (Amsterdam), "Volksblad voor Gelderland" (Arnhem), "Volksblad voor Twente" (Enschedé), "Volksblad voor Groningen en Drente" (Groningen), "Volksblad voor Friesland" (Leeuwarden), "Goudsch Volksblad" (Gouda), "Vooruit" (Den Haag) and "Voorwaarts" (Rotterdam).

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Vereenigde Kath. Pers†	....	MD & ED	.....	10	400 x 540 mm.	Roman Catholic.

†Group of 9 Catholic newspapers, including: "De Tijd" and "De Nieuwe Dag" (Amsterdam), "Het Centrum" (Utrecht), "Het Dagblad van Arnhem" (Arnhem), "De Nieuwe Haarlemsche Courant" (Haarlem), "Het Noord Hollandsch Dagblad" (Alkmaar), "De Noorderpost" (Den Helder), "Overyselsche Dagblad" (Zwolle), and "Goesche Courant" (Hilversum).

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 245*)

†HAARLEM

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Haarlem's Dagblad (U. S. 15)	1833	ED	19,000	16	358 x 522 mm	General.
Opr. Haarlemsche Courant	1656	ED		16	355 x 495 mm	General.

†DEN HELDER

Heldersche Courant	1863	ED		8	350 x 485 mm	General.

†HILVERSUM

De Gooi-en Eemlander	1871	ED		14	420 x 560 mm	General.

HOORN

Onze Courant	1905	ED		8	345 x 515 mm	Roman Catholic.
De Zaanlander	1887	ED		8	320 x 470 mm	General.

SCHAGEN

Schager Courant	1847	ED		8	350 x 485 mm	General.

PROVINCE: ZUID-HOLLAND

DELFT

Delftsche Courant	1841	ED		12	345 x 515 mm	General.
Nieuwe Delftsche Courant	1875	ED		10	350 x 530 mm	Roman Catholic.

DORDRECHT

Dordrechtsche Courant	1919	ED		14	350 x 500 mm	General.
Dordrechtsch Dagblad	....	ED		12	410 x 540 mm	Protestant.
Dordrechtsch Nieuwsblad	1887	ED		20	373 x 516 mm	General.
Nieuwe Dordtsche Crt.	....	ED		14	420 x 550 mm	Roman Catholic

*THE HAGUE

De Avondpost	1845	ME & ED		14	360 x 520 mm	Liberal.
Haagsche Courant (U. S. 15)	1883	ED	72,000	28	360 x 520 mm	General.
De Nederlander	1893	ED		14	430 x 580 mm	Protestant.
Nieuwe Haagsche Courant	....	ED		....	410 x 540 mm	Protestant.
De Residentiebode	1892	ED		16	375 x 530 mm	Roman Catholic.
Het Vaderland (U. S. 15)	1869	MD & ED	12,500	16	425 x 520 mm	Liberal.

GORINCHEM

De Vijf Rivieren	....	ED		12	350 x 500 mm	General.

*GOUDA

Nieuwe Zuid-Hollander	....	ED		14	420 x 550 mm	Roman Catholic.

LEIDEN

Leidsch Dagblad (U. S. 15)	1860	ED		16	346 x 497 mm	General.
Nieuw Leidsche Courant	....	ED		....	410 x 540 mm	Protestant.

*ROTTERDAM

Dagblad van Rotterdam	1878	ED		16	350 x 500 mm	General.
De Maasbode	1868	MD & ED		16	420 x 550 mm	Roman Catholic.
Het Nieuwe Dagblad	....	ED		14	420 x 550 mm	Roman Catholic.
De Rotterdammer	1903	ED		14	410 x 540 mm	Protestant.
Nieuwe Rotterdamsche Crt. (U. S. 15)	1843	MD	60,000	20	420 x 550 mm	Liberal.
Rotterdamsch Nieuwsblad	1878	ED		24	373 x 516 mm	General.

SCHIEDAM

Nieuwe Schiedamsche Courant	....	ED		14	420 x 550 mm	Roman Catholic.

MIDDELBURG

Prov. Zeeuwsche, Middelb. Courant	1758	ED		10	340 x 470 mm	Liberal.

VLISSINGEN

Vlissingsche Courant	1862	ED		10	335 x 480 mm	General.

ZIERIKZEE

Zierikzeesche Nieuwsbode	1835	ED		6	370 x 50 mm	General.

PROVINCE: NOORD-BRABANT

BREDA

Dagblad van Noord-brabant en Zeeland (U. S. 15)	1860	ED	25,000	16	395 x 540 mm	Roman Catholic.

EINDHOVEN

Eindhovensch Dagblad	1910	ED		16	325 x 475 mm	Roman Catholic.
Eindh. & Meier-Courant	1853	ED		16	400 x 560 mm	Roman Catholic.

HELMOND

De Zuid-Willemsvaart	1880	ED		8	370 x 527 mm	Roman Catholic.

S'HERTOGENBOSCH

Het Huisgezin	1870	ED		14	370 x 540 mm	Roman Catholic.
Prov. Bossche Courant (U. S. 15)	1771	ED		14	327 x 477 mm	Roman Catholic.
Provinciale Noordbrabantsche en S'Hertogenbossche Courant. (U. S. 15)		D		....		

TILBURG

N. Tilburgsche Courant	1864	ED		14	358 x 510 mm	Roman Catholic.

PROVINCE: LIMBURG

HEERLEN

Limburgsch Dagblad	1918	ED		10	380 x 530 mm	Roman Catholic.

MAASTRICHT

Limburger Koerier (U. S. 15)	1845	ED	38,000	18	395 x 540 mm	Roman Catholic.

ROERMOND

De Nieuwe Koerier	1887	ED		....	383 x 536 mm	Roman Catholic.

VENLO

N. Venlosche Courant	1862	ED		8	350 x 530 mm	Roman Catholic.

PROVINCE: UTRECHT

AMERSFOORT

Amersfoortsch Dagblad	1903	ED		8	380 x 535 mm	General.
Amersfoortsche Courant	1888	ED		8	340 x 490 mm	General.

*†UTRECHT

N. Utrechtsche Courant	....	ED		....	410 x 540 mm	Protestant.
Utrechtsch Dagblad (U. S. 15)	1796	MD & ED	15,000	16	380 x 535 mm	Liberal.
Utrechtsche Courant	1883	ED		12	395 x 540 mm	Roman Catholic.
Utrechtsch Nieuwsblad	1889	ED		20	388 x 530 mm	General.
De Volkskrant	1920	ED		12	415 x 550 mm	Catholic Laborers.

PROVINCE: GELDERLAND

APELDOORN

N. Apeldoornsche Courant	1903	ED		14	345 x 540 mm	General.

*†ARNHEM

Arnhemsche Courant	1813	ED		20	388 x 530 mm	General.

NIJMEGEN

De Gelderlander	1848	ED		14	350 x 530 mm	Roman Catholic.
Pr. Geld. & Nijm. Courant	1799	ED		14	370 x 525 mm	General.

PROVINCE: OVERIJSSEL

ALMELO

Dagblad van het Oosten Almelo's Dagblad	....	ED		8	380 x 550 mm	General.

DEVENTER

Deventer Dagblad	1835	ED		12	356 x 537 mm	General

*ENSCHEDE

Twentich Dagblad Tubantia	1872	ED		16	365 x 515 mm	General.

†ZWOLLE

Prov. Overysselsche (U. S. 15)	1790	ED	16,500	16	360 x 520 mm	General.

PROVINCE: DRENTHE

ASSEN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Prov. Drentsche en Asser Courant	1824	ED		12	350 x 520 mm	General.

PROVINCE: GRONINGEN

*GRONINGEN

N. Prov. Groninger Crt.	1886	ED		8	394 x 510 mm	Protestant.
Nieuwsblad v. h. Noorden	1888	ED		28	360 x 500 mm	General.
Ons Noorden	1913	ED		12	350 x 500 mm	Roman Catholic.

PROVINCE: FRIESLAND

*LEEUWARDEN

Leeuwarder Courant (U. S. 15)	1752	MD	23,000	16	303 x 470 mm	General.
Leeuwarder Nieuwsblad	1907	ED		12	327 x 495 mm	General.

NORWAY

AALESUND

Sunnmore Arbeideravis	1919	ED-exS*—Nor	5,000	6	55 x 40 cm	Laboring class.
Sunnmorsposten	1882	D-exS*—Nor	10,000	8–16	55 x 40 cm	Middle class, farmers.

BERGEN

Arbeidet	1893	ED-exS—Nor	8,000	6–8	500 x 336 mm	Communist.
Bergens Aftenblad	1765	ED-exS—Nor	7,000	12	50 x 35 cm	Conservative.
Bergens Arbeiderblad	1927	ED-exS—Nor	10,500	10–12	50 x 35 cm	Local labor party organ.
Bergens Tidende (U. S. 15)	1868	ED-exS—Nor	35,000	18–22	500 x 355 mm	Middle class.
Dagen	1919	ED-exS—Nor	12,000	8–16	50 x 36 cm	Middle class
Gula Tidende	1934	ED*-exS—Nor	5,500	8	490 x 346 mm	Farmers.
Morgenavisen	1902	MD-exS—Nor	10,000	10–12	500 x 345 mm	Business men, conservative and middle class.

DRAMMEN

Dramens Tidende & Buskeruds Blad	1832	ED-exS*—Nor	19,100 A	10	49 cmx6 or 7 cols.	Conservatives, middle class.
Fremtiden	1905	ED-exS—Nor	16,700 A	8	480 x 345 mm	Laboring class.

HAMAR

Hamar Stiftstidende	1849	MD-exS*—Nor	6,800 A	10	35 x 48 cm	Farmers.

HAUGESUND

Haugesunds Avis	1894	ED-exS*—Nor	7,500	8–16	500 x 345 mm	Middle class.
Haugesunds Dagblad	1879	MD-exS*—Nor	5,200	8	490 x 345 mm	Conservative, middle class.

KRISTIANSAND

Christianssands Tidende	1882	MD-exS*—Nor	4,300 A	6	55 x 40 cm	Conservative, middle class.
Faedrelandsvennen	1874	ED-exS*—Nor	8,600 A	10	50 x 35 cm	Middle class, liberal.

OSLO

Aftenposten (U. S. 6)	1860	MD—exS & ED—exS—Nor.	86 536 72 873 107,137 Sat	30 32	502 x 402 mm	All classes.
Arbeiderbladet	1884	ED—exS—Nor	59,172 A	16	54 x 34 cm	Laboring class.
Dagbladet	1868	ED—exS—Nor	36,000 A	14	55 x 38 cm	Middle class.
Morgenbladet	1819	MD—exS—Nor	10,000 A	12	53 x 34 cm	Business.
Morgenposten	1861	MD—exS—Nor	40,000 A	12	55cm x 7 col	Laboring.
Norges Handels og Sjofartstidende	1889	ED—exS—Nor. Eng. Supp. Thurs.	10,800A	12	480 x 336 mm	Financial, shipping.
Tidens Tegn (U. S. 15)	1910	MD—exS—Nor	41,857D 53,620 Sat	12 30	48 x 40 cm	Business and wealthy.

STAVANGER

Aftenblad (U. S. 15)	1892	ED—exS—Nor	17,000	10	50 x 40 cm	All classes.
Ste Mai	1899	ED—exS—Nor	6,800	10	485 x 350 mm	Laboring classes.
Stavangeren	1916	ED—exS—Nor	8,000	12–16	48 x 34 cm	Conservative, middle class.

TRONDHEIM

Addresseavisen (U. S. 15)	1767	MD—exS—Nor	16,000	12	447 x 400 mm	Conservative.
Arbeideravisen	1924	ED—exS—Nor	9,200 A	10	50 x 34 cm	Laboring class.
Dagsposten	1876	ED—exS—Nor	10,400 A	12	55 x 45 cm	Middle class.
Nidaros	1902	ED—exS—Nor	10,100 A	10	50 x 35 cm	Farmers.

POLAND

Because of war conditions late information is not available on Polish newspaper publications.

PORTUGAL

LISBON

Diario de Lisboa	1920	ED—Portuguese.	20,000 X	8	11½ x 16"	Urban.
Diario da Manha	1930	MD—Portuguese.	30,000 X	8-10	16½ x 20½"	Officials.
Diario de Noticias	1864	MD—Portuguese.	100,000 X	8–16	17½ x 25"	Urban.
Jornal do Comercio e das Colonias	1853	MD-exMon—Portuguese	15,000 X	6–8	19½ x 26"	Business men.
Novidades	1885	MD—Portuguese.	30,000 X	6–8	15½ x 25"	Religious.
Os Sports	1918	BW—Portuguese.	20,000 X	6–8	17½ x 25"	Sports.
Republica	1912	ED-exS—Portuguese	20,000 X	6–8	11½ x 16"	Political.
Seculo	1880	MD—Portuguese.	100,000 X	8–10	16 x 23"	All classes.
Vos	1926	MD—Portuguese.	35,000 X	6–8	16 x 23"	Religious.

OPORTO

O Commercio do Porto	1854	MD-exMon—Portuguese	30-35,000 X	6–8	18½ x 26"	All classes, business men.
Jornal de Noticias	1887	MD-exMon—Portuguese	40,000 X	6–8	16½ x 23"	All classes.
A Montanha	1900	ED-exMon—Portuguese	3-5,000 Z	6–8	11½ x 16"	City people only.

NORWAY'S Purchasing Power

THE TOTAL AMOUNT of money owned by Norwegian citizens is estimated at 8,686 million kroner. Of this the readers of "Aftenposten" own 2,340 millions, or 27%.

The total of Norwegian personal incomes is 2,300 million kroner, and "Aftenposten" readers represent 531 millions or 23% of this. In the case of Oslo and its suburbs the figures are even more favorable. "Aftenposten" subscribers in Oslo own 90% of all personal wealth, while those in the suburbs represent 80%.

But it would be a mistake to assume that "aftenposten" is primarily a daily newspaper for the wealthy. The majority of "Aftenposten" Oslo subscribers—62.8%—have a yearly income of from 3,000 to 10,000 kroner, 23% earn less than 3,000, and 14.2% earn more than 10,000.

"Aftenposten" reaches one-eighth of all households in Norway and these households represent something like one-quarter of the national wealth and income.

The value of this information and these figures to the advertiser is self-evident. When it is a question of articles of permanent value, which necessitate the investment of some considerable capital or of the purchase of luxury goods, the advertiser will find among the readers of "Aftenposten" a public both able and willing to buy.

But first and foremost he will find the great mass of buyers for the reliable makes of those thousands of different articles which in Norway today have become the necessities of everyday life.

OSLO **Aftenposten** NORWAY

REACHES A QUARTER OF NORWAY'S PURCHASING POWER

JOSHUA B. POWERS, INC.

220 EAST 42ND STREET VAnderbilt 6-2274 NEW YORK CITY

London Paris Berlin Buenos Aires Rio de Janeiro

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 246*)

THE AZORES

HORTA (FAYAL)

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Correio da Horta	1931	MD—Portuguese.	1,200	4	13 x 18"	General public.
O Telegrafo	1893	ED—Portuguese.	1,000	4	11½ x 16¼"	General public.
PONTA DELGADA (ST. MICHAEL)						
Correio dos Acores	1920	MD—Portuguese.	2,300	4	26 x 18"	General public.
Diario dos Acores	1870	ED—Portuguese.	3,000	4	24½ x 15¾"	General public.

MADEIRA ISLANDS

FUNCHAL

Diario da Madeira	1912	MD—Portuguese.	2,500	4	20¼ x 14½"	General public.
Diario de Noticias	1873	MD—Portuguese.	5,700	4	21 x 14¼"	General public.
O Jornal	1926	MD—Portuguese.	1,500	4	20½ x 14½"	General public.

ROUMANIA

BUCHAREST

Adeverul	1888	ED-exS—Rumanian	35,000	8-16	63 x 90 cm	Political and economic.
Argus	1910	MD-exS—Rumanian	35,000	6-32	625 x 450 mm	Mfrs., bankers, etc.
Bukarester Tageblatt	1853	ED-exS—German	12,000	8-24	42 x 29 cm	Mfrcs., bankers, etc.
Curentul	1926	MD-exS—Rumanian	30,000	8-12	570 x 416 mm	Political.
Dimineata	1900	MD—Rumanian	150,000 X	16-32	490 x 395 mm	All classes.
Dreptatea	1918	ED-exS—Rumanian	25,000	4-8	57 x 42 cm	National Peasant Party.
Epoca	1905	ED-exS—Rumanian	10,000 X	4-8	57 x 40 cm	ConservativeParty.
Facla	1910	ED-exS—Rumanian	25,000	4-6	57 x 40 cm	City folk.
L'Independence Roumaine	1875	ED-exS—French.	12,000 X	4-16	35 x 53 cm	Educated & foreign
Lupta	1921	ED-exS—Rumanian	15,000 X	6	57 x 40 cm	All classes.
Nasa Reci	1921	MD-exS—Russian	14,000	4-6	57 x 40 cm	Russian speaking population.
Neamul Romanese	1906	ED-exS—Rumanian	7,000	2-6	57 x 40 cm	National Party.
Ordinea	1932	MD-exS—Rumanian	18,000	4-6	57 x 40 cm	National Peasant Party.
Rampa	1913	MD-exS—Rumanian	25,000	4-8	57 x 40 cm	Sports, theatrical art.
Tara Noastra	1928	ED-exS—Rumanian	15,000	4-6	57 x 40 cm	National Christian Party.
Universul	1884	MD—Rumanian.	200,000	12-24	48 x 63 cm	All classes.
Viitorul	1907	ED-exS—Rumanian	30,000	4-12	450 x 630 mm	National Liberal.

SOVIET UNION

Inreklama Service (U. S. 17) are advertising solicitors in U. S. A. for all Soviet newspapers, magazines, and trade and technical publications. The following list gives leading dailies: also, where marked -15", papers published 15 times a mo. Information about other publications may be obtained from Inreklama.

MOSCOW

Pravda (Truth)	1912	MD—Russian	1,000,000	Organ of Central Committee, All-Union Communish Party.
Izvestia (News)	1917	MD—Russian	1,600,000	Government Organ.
Moscow Daily News	1932	MD—English	1,600,000	English-speaking.
Journal de Moscou	1934	Weekly—French.	1,600,000	French-speaking.
Krasnaja Zvezda (Red Star)	1924	D—Russian	300,000	Organ Commissariat of Defense.
Industria (Industry)	1921 (Has had various names)	D—Russian	300,000	Organ Commissariat of Heavy Industry.
Finansovaia Gazeta (Financial Newspaper)	1918 (Has had various names)	15—Russian	65,000	Organ Commissariat of Finance.
Rabochaja Moskva (Workers Moscow)	1922	D—Russian	65,000	Organ Moscow Committee of the Party and Government.
Sotsialisticheskoe Zemledelie (Socialist Agriculture)	1929	D—Russian	75,000	Organ Commissariat of Agriculture.
Komsomolskaja Pravda	1929	D—Russian	610,000	Organ Young Communist League.
Gudok (Whistle)	1920	D—Russian	275,000	Organ Commissariat of Railways.
Sovkhoznaja Gazeta (State Farm Newspaper)	1933	15—Russian	36,000	Organ Commissariat of State Farms.
Vechernaja Moskva (evening (Moscow)	1924	D—Russian	36,896	Organ Moscow Committee of the Party and Government.
Za Pishchevuiu Industriiu (For the Food Industry).	1929	D—Russian	85,000	Organ Commissariat of Food Industry.
Legkaja Industrija (Light Industry)	1932	D—Russian	60,000	Organ Commissariat of Light Industry.
Vodnyi Transport (Water Transport)	1932	15—Russian	35,000	Organ Commissariat of Water Transport.
Uchitelskaia Gazeta (Teachers' wspaper)	1924	15—Russian	250,000	Organ Commissariat of Education.
Na Strazhe (On Guard)	1934	15—Russian	75,000	Organ Central Committee Civil Defense Organization.
Sovetskaia Torgovlia (Soviet Trade)	1926	D—Russian	60,000	Organ Commissariat of Internal Trade.
Sotsialisticheskaia Sviaz (Socialist Communications).	1935	15—Russian	30,250	Organ Commissariat of Communications.
Lesnaia Promyshlennost (Timber Industry)	1932	15—Russian	60,947	Organ Commissariat of Timber Industry.
Krasnaia Sport (Red Sport)	1933	15—Russian	50,000	Organ Physical Culture and Sport Committee.
Krestianskaia Gazeta (Peasant Newspaper)	1923	15—Russian	1,298,000	Organ All-Union Communist Party.
Trud (Labor)	1921	D—Russian	10,487	Organ Central Council of Trade Unions.
Mashinostroenie (Machine Building)	1937	D—Russian	.....	Organ Commissariat of Machine Building and of Defense Industries.

SPAIN

Unsettled conditions make it necessary to omit the list of Spanish newspapers from this issue. Consult M. D. Bromberg & Associates (U. S. 10).

SWEDEN

BODEN

Norrlandska Socialdemokraten	1919	MD-exS	10,184	8	50 x 36 cm	Laborers, Socialists

BOLLNAS

Ljusnan	1912	ED	10,868	8	56 x 36 cm	All classes.

BORAS

Boras Tidning	1825	MD-exS	18,424	16	50.5 x 35 cm	Middle classes.

ENGELHOLM

Engelholms Tidning	1867	MD-exS	16,272	8	50 x 35 cm	All classes.

ESKILSTUNA

Eskilstuna Kuriren	1890	ED	14,822	10	50 x 35 cm	All classes.
Folket	1905	ED-exS	12,250	12	61 x 41 cm	Working classes.

FALUN

Falu Lanstidning	1786	MD-exS	14,585	8	57 x 41 cm	Well-to-do.

GEFLE

Gefle Dagblad	1894	MD-exS	15,730	10	50 x 41 cm	City population.
Arbetarbladet	1906	ED-exS	13,549	12	50 x 35 cm	Laborers.

GOTHENBURG

Goteborgs Handels—och Sjofartstidning	1832	ED-exS*	45,671	24	58 x 39 cm	Business men, all classes.
Goteborgs—Tidningen	1902	MD*	35,423	8	57 x 39 cm	All classes.
Goteborgs Morgonpost	1896	MD-exS	13,998	16	55 x 40 cm	Trade, industry, navigation.
Goteborgs-Posten	1859	MD-exS	93,530	12	48 x 40 cm	All classes.
My Tid	1892	MD	28,400	12	54 x 38 cm	Industrial Laborers

HALMSTAD

Hallandsoch Hallanningen	1875	MD	13,309	12	54 x 40 cm	All classes.
Hallandsposten	1850	MD	15,386	14	50 x 35 cm	All classes.

SWEDEN—Continued

HELSINGBORG

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Helsingborgs Dagblad	1886	MD	17,177	20	50 x 35 cm	Well-to-do, business and shipping
Helsingborgs-Posten	1887	ED	9,762	16	57 x 36 cm	Well-to-do, business and middle classes.
Oresunds-Posten	1847	MD-exS	8,317	8	62 x 41 cm	Business and middle class.
Skanska Socialdemokraten	1899	ED-exS	10,927	12	51 x 36 cm	Laborers.

HERNOSAND

Vesternorrlands Allehanda	1874	MD-exS	10,394	10	50 x 35 cm	All classes.

HUDIKSVALL

Hudiksvalls Nyheter	1882	ED-exS	7,136	12	48 x 32 cm	All classes.

JONKOPING

Jonkopingsposten	1863	MD-exS	16,683	20	51 x 35 cm	All classes.
Smalands Allehanda	1879	MD-exS	8,104	12	53 x 37 cm	Farmers, well-to-do

KALMAR

Barometern	1841	MD-exS	15,909	12	51 x 38 cm	Well-to-do, agricultural classes.
Kalmar-Kalmar Lans Tidning	1827	MD-exS	10,576	8	55 x 40 cm	Agricultural and middle class.

KARLSHAMN

Karlshamns Allehanda	1848	MD-exS	5,203	8	50 x 36 cm	All classes.

KARLSKRONA

Blekinge Lans Tidning	1896	MD-exS	14,229	8	52 x 36 cm	All classes.

KARLSTAD

Karlstads-Tidningen	1879	MD-exS	14,824	8	56 x 38 cm	Middle class.
Nya Wermlands Tidningen	1836	MD-exS	23,338	16	52 x 36.5 cm	All classes.
Wermlands Folkblad	....	Tri-W	12,300	12	55 x 37 cm	Lower middle class.

KATRINEHOLM

Katrineholms-Kuriren	1917	MD-exS	8,133	8	55 x 36 cm	All classes.

KIRUNA

Norrlandsfolket	....	ED-exS	5,900	4	58 x 36 cm	All classes.

KRISTIANSTAD

Nyaste Kristianstadsbladet	1856	ED	16,154	6	57 x 40 cm	Middle class and farmers.

LANDSKRONA

Landskrona-Posten	1896	MD-exS	6,573	8	57 x 41 cm	Middle class.

LINKOPING

Ostgota Correspondenten	1838	MD-exS	30,839	16	52 x 35 cm	Middle class and farmers.
Ostgoten	1872	ED-exS	12,815	10	62 x 42 cm	Middle class.

LULEA

Norrbottenskuriren	1861	ED-exS	14,283	12	51 x 39 cm	All classes.

LUND

Lunds Dagblad	1897	MD-exS	4,099	12	54 x 39 cm	All classes.

MALMO

Arbetet	1887	ED	32,401	18	56 x 40 cm	Laboring classes.
Skanska Aftonbladet	1880	ED	11,270	12	52 x 39 cm	Business and well-to-do.
Skanska Dagbladet	1888	ED	48,053	12	57 x 41.5 cm	Well-to-do and middle classes.
Sydsvenska Dagbladet Snallposten	1848	MD	42,634	16	57 x 39.5 cm	Business men, well-to-do.

NORRKOPING

Norrkopings Tidningar	1758	ED-exS	18,049	16	51 x 35 cm	City population.
Ostergotlands Dagblad	1890	MD-exS	16,030	12	57 x 46 cm	Country population
Ostergotlands Folkblad	1910	ED-exS	11,404	8	60 x 45 cm	Laborers.

NYKOPING

Sodermanlands Lans Tidning	1862	ED-exS	7,100	8	50 x 36 cm	Well-to-do.
Sodermanlands Nyheter	1894	ED-exS	16,053	16	49 x 35 cm	All classes.

OREBRO

Nerikes Allehanda	1843	ED-exS	17,333	8	53 x 35 cm	All classes.
Nerikes-Tidningen	1843	MD-exS	11,687	10	60 x 40 cm	Middle class.

ORNSKOLDSVIK

Ornskoldsvik Allehanda	1895	ED-exS	7,816	12	51 x 36 cm	All classes.

OSTERSUND

Jamtlands Tidning	1845	MD-exS	7,800	12	58 x 37 cm	Farmers, lower middle class.
Ostersunds Posten	1877	ED-exS	16,427	14	48 x 35 cm	Middle class.

SKELLEFTEA

Norra Vasterbotten	1910	ED-exS	11,343	12	57 x 39 cm	All classes.

SODERHAMN

Soderhamns Tidning	1893	ED-exS	7,100	6	51 x 36 cm	Middle class.

STOCKHOLM

Aftonbladet (U.S. 6)	1830	ED&SW	136,129	30	43 x 31 cm	All classes.
			43,384	....	.....	Chiefly farmers.
Dagens Nyheter	1864	MD	149,047 210,875 Sunday	26	56 x 46 cm	Middle classes. Specializes in classified advertising.
Nya Dagligt Allehanda	1840	ED	59,637	16	63 x 45 cm	Well-to-do.
Social-Demokraten	1885	MD	50,236	16	52 x 42 cm	Working classes, Socialists.
Svenska Morgonbladet	1890	MD	31,074	12	62 x 36 cm	Lower middle classes, religious.
Stockholms Tidningen	1889	MD	158,364	24	60 x 45 cm	Middle classes.
Stockholms Dagblad (U.S. 6)	1824	MD&S	163,779	....	.....	.....
Svenska Dagbladet	1883	MD	82,757	23	63 x 45 cm	Educated, well-to-do, business men.

SUNDSVALL

Sundsvalls Posten	1859	ED-exS	9,400	8	56 x 46 cm	Business men, mfrs. well-to-do.
Sundsvalls Tidning	1841	MD-exS	17,827	12	50 x 35 cm	Middle class.

UDDEVALLA

Bohuslanningen	1878	MD-exS	11,767	8	56 x 37 cm	All classes.

UMEA

Vasterbottens-Kuriren	1901	MD-exS	19,697	12	51 x 35.5 cm	All classes.

UPPSALA

Uppsala Nya Tidning	1890	MD-exS	27,131	12	56 x 37 cm	Middle class.

VASTERAS

Vastmanlands Folkblad	....	ED-exS	8,744	8	52 x 36 cm	Laborers.
Vastmanlands Lans Tidning	1891	MD-exS	18,505	8	52 x 35 cm	All classes.

VESBY

Gotlands Allehanda	1873	ED-exS	8,102	6	50 x 38 cm	All classes.

YSTAD

Ystads Allehanda	1875	D-exS	14,116	10	56 x 41 cm	Middle class.

SWITZERLAND

BASEL (165,000 Population)

Basler Nachrichten	1844	ED-exS*-German MD-Mon-German	20,000 A 25,000 A	16-20	13¾ x 21¼"	Middle and upper classes.
Baslerstab (Tagblatt der Stad Basel)	1923	MD-exS*-German	54,000 A	8-10	13¼ x 21¼"	All classes—distributed free to households, offices.
			6,800 A	8	14 x 20½"	Catholics of all classes.
National Zeitung	1842	MD-exS*-German ED-exS-German.	57,000 A 70 000 A	4-6 16-20	13½ x 21½"	All classes.
			6,200 A	8	13½ x 21½"	Middle classes.

BERN (122,000 Population)

Anzeiger fur die Stadt Bern	1888	MD—German	40,000	12	13 x 19½"	All classes, householders.
Der Bund	1850	MD&ED*-German	27,000	8	13¼ x 20"	All classes, merchants.
Der Schweizer Bauer	1847	Tri-W—German	20,000	8	13 x 20"	Farmers.

GENEVA (125,000 Population)

Tribune de Geneve	1878	MD&ED-French.	46,000	8	16½ x 21.6"	All classes.
Supplement Sportif de la Tribune de Geneve	1931	W—French	20,000	6	425 x 545 mm	All classes, especially sportsmen.

(*Continued on page 248*)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 247*)

SWITZERLAND—Continued

LAUSANNE (85,000 Population)

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Le Sillon Romand	1897	W—French	20,000	16	13 x 18"	Agriculturists.
Tribune de Lausanne	1893	D—French	17,300	6	12.7 x 19.3"	All classes.

LUCERNE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Luzerner Neueste Nachrichten	1897	ED-exS*-German	21,550	12	45 x 29 cm	Liberal classes.
Luzerner Tagblatt	1852	ED-exS—German	20,000	8	45 x 30 cm	Independent liberal readers.
Vaterland	1832	ED-exS—German	17,000	10 20 Sat.	45.6 x 32 cm	Conservative Catholics.

ZURICH

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Neue Zuricher Nachrichten	1895	ED-exS—German	12,500	10	44.5 x 29.5 cm	Catholic readers.
Neue Zuricher Zeitung	1780	MD, ED & noon-exS*—German	80,000	10	39.5 x 44.5 cm	Independent liberal

TURKEY

ANKARA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Ulus	1919	MD—Turkish	25,000 A	12	17 x 23½"	All classes.

ISTANBUL

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Akcam	1918	ED—Turkish	20,000 A	12-16	13¾ x 20½"	Educated class.
Apoyevmatini	1925	ED—Greek	5,000 A	4	16½ x 22½"	All classes.
Arevelk	1931	ED—Armenian	1,000 A	4	14¾ x 20"	Educated class.
Beyodu (formerly Akcham)	1935	MD—French	6,500 A	4	16¼ x 22"	Merchants.
Cumhuriyet	1923	MD—Turkish	30,000 A	12-28	16 x 22½"	Gov't officials, merchants, officers.
Haber	1931	ED—Turkish	8,000 A	12-16	13½ x 20"	Business men.
Ikdam	1894	MD—Turkish	6,000 A	8-16	16½ x 22"	Lower classes.
Istanbul (formerly Stamboul)	1875	ED—French	2,000 A	4	16½ x 22"	Merchants & Lawyers.
Jamanak	1908	ED—Armenian	1,500 A	8	12½ x 18"	Merchants, business men.
La Republique	1926	MD—French	3,000 A	4	16 x 22½"	Foreigners.
LeJournal d'Orient	1919	MD—French	4,000 A	4	16½ x 22½	Business men.
Metapolitensis	1932	ED—Greek	1,200 A	4-6	16½ x 22½"	Merchants.
Nor Lur	1924	ED—Armenian	1,500 A	4-6	14¾ x 20"	Middle classes.
Son Posta	1930	ED—Turkish	25,000 A	16-32	15 x 17½"	Middle classes.
Son Telgraf	1936	ED—Turkish	6,000 A	8-16	16¾ x 21½"	Lower classes.
Tan (formerly Milliyet)	1935	MD—Turkish	22,000 A	12-20	15 x 20"	Middle & educated classes.
Turkische Post	1926	ED—German	1,200 A	4	16½ x 21¼"	Merchants.
Vakit	1917	MD—Turkish	5,000 A	12-16	13½ x 20"	Lower classes.
Yeni Sabah	1938	MD—Turkish	15,000 A	8	15 x 21"	Middle classes, merchants.

IZMIR

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Anadolu	1923	MD-exMon-Turk.	4,000 A	12	17¾ x 23"	All classes.
Halkin Sesi	1930	ED-exSun-Turk.	800 A	4	16 x 22"	All classes.
Yeni Asir	1923	MD-exMon-Turk.	4,500 A	12	17¾ x 23"	All classes.

YUGOSLAVIA

BALGRADE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Politika	1904	MD—Serbian	125,000	16-36	47 x 43 cm	General.
Pravda	1904	ED—Serbian	40,000 X	16	52 x 33 cm	General.
Vreme	1922	MD—Serbian	50,000	12-16	56 x 39 cm	General.

LJUBLJANA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Jutro	1919	MD—Slovenian	30,000	8	33 x 48 cm	All classes.
Slovenec	1872	MD—Slovenian	30,000 X	10	30 x 45 cm	All classes.

MARIBOR

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Mariborer Zeitung	1859	MD—German	9,000 X	8	285 x 405 mm	All classes.
Vercernik	1919	ED—Slovenian	6,000 X	8	40½ x 20 cm	All classes.

NOVI SAD

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Deutsches Volksblatt	1919	MD—German	30,000	10-16	32 x 46 cm	Farmers, general.
Reggeli Ujsag	1929	MD—Hungarian	15,000	10-16	41½ x 29 cm	Hungarians.

OSIJEK

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Hrvatski List	1919	MD—Croatian	10,000 X	8-10	25½ x 35 cm	All classes.
Jugoslavenska Zastava	1930	MD—Croatian	4,000 X	4-8	25½ x 36 cm	All classes.

SARAJEVO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Jugoslovenski List	1918	MD—Serbian (Latin characters)	15,000	8-12	50 x 32 cm	General, tradesmen

SPLIT

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Hrvatski Glasnik	1938	MD—Croatian	6,000 X	8	28 x 40½ cm	All classes.
Novo Doba	1917	MD—Croatian	6,000 X	8	28 x 40½ cm	All classes.

SUBOTICA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Naplo	1899	MD—Hungarian	24-28,000	16-60	29 x 21 cm	Hungarians throughout the Kingdom.

SUSAK

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Primorske Novine	1933	MD—Croatian	2,100 X	4	26½ x 41 cm	All classes.

ZAGREB

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Hrvatski Dnevnik	1936	MD—Croatian	29,000 X	16	27 x 41 cm	All classes.
Jutarnji List	1911	MD—Croatian	32,500 X	20-24	24 x 36 cm	All classes.
Morgenblatt	1885	MD—German	6,500 X	10	26 x 40½ cm	All classes, chiefly Germans.
Novosti	1906	MD—Croatian	34,000 X	16-20	26 x 40½ cm	All classes.
Obzor	1859	ED—Croatian	5,000 X	4-6	51 x 36 cm	Educated class.

NEWSPAPERS OF ASIA

CEYLON

COLOMBO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Ceylon Daily News	1918	MD—English	9,500	12-16	16½ x 22"	Europeans, better class Sinhalese.
Ceylon Independent	1888	D—English	3,500	12-16	16½ x 22½"	Middle classes.
Ceylon Observer	1834	ED—English	4,500	12	16½ x 22"	European, better classes.
Dinamina	1919	Sinhalese	12,000	8	16¼ x 22"	Sinhalese.
Thinkaran	....	ED—Tamil	.....	....	16½ x 22"5	Tamil population.
Times of Ceylon	1846	ED—English	9,500	16	22½ x 16¼"	Europeans better class.
Lakmina (U.S. 10-19)	....	.....	.....	....	.....	.....

INDIA

BOMBAY

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Bombay Chronicle (U.S. 23)	1913	MD&ED—English	22,000	....	12 x 16"	Upper & middle.
Bombay Samachar	1822	MD—Gujerati	16,000	12-24	18 x 22"	Commercial & educated.
Evening News of India	1923	ED—English	7,500	16	12½ x 18"	European & upper classes.
Hindustan & Prajamitra	1851	ED-exS—Gujerati	7,000	12	.....	Middle & upper.
Jame Jamshed	1832	MD-exS—English & Gujerati	9,000	16	.....	Better classes.
Khilafat Daily	1921	MD—Hindustania	5,000	8	32 x 42"	Medium class.
Nawakal	1923	MD—Marathi	12,000	10	35 x 45"	General.
Sanj Vataman	1902	ED-exS—Gujerati & English	8,000	16-28	12 x 20"	Merchants & Educated.
Times of India	1838	MD—English	35,000	14	18 x 25"	European, Parsee, & best type of Indian.
Sunday Standard (U.S.15-23)	....	W—English	30,000	24-32	22 x 16½"	Upper class.

INDIA—Continued

CALCUTTA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Advance (U.S 10)	1929	MD—English	18,000	12-16	23 x 35"	Upper middle class.
Amrita Bazaar Patrika	1868	MD—English	30,000	16	21" x 7 col	English-speaking.
Ananda Bazaar Patrika	1878	MD—Bengali	45,000	12	21 x 16"	All classes.
Banga Bani	1929	MD-exFri.—Bengali	12,000	8	.....	Intelligentsia and business.
Basumati	1881	MD—Bengali	30,000	...	20½ x 13½"	General.
Calcutta Exchange Gazette	1818	MD—English	4,000	50	10 x 17½"	Business.
Star of India (U.S. 23)	1932	ED—English	4,000	12	21 x 15¼"	European & Educated Muslims & Hindus.
Statesman (Published also at Delhi)	1875	MD-exMon.—English	50,000	14-28	16½ x 21¾"	All speaking English.
		Sun. ed	55,000			
Vishwamitra (U.S. 10)	1916	MD-exM—Hindi.	25,000	....	22 x 17"	Landlords, merchants.

CAWNPORE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Pratap	....	D—Hindi	12,000	8	20 x 13"	All classes.

DELHI

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Hindustan Times	....	MD—English	16,000	16	21 x 16"	Educated Indians.
Statesman (Published also at Calcutta)	1875	MD—English	50,000	14-28	16¼ x 21¾"	All speaking English.
		Sun. ed	55,000	28-48	.....	.....

LAHORE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Civil & Military Gazette	1872	MD—English	12,523	20	18 x 11¼"	English & high class.
Daily Herald (U. S. 19)	1926	ED—English	6,000	8	20 x 30"	Hindu community.
Daily Pratap (U. S. 19)	1919	MD—Urdu	24,000	20	13 x 10"	Princes, ruling chiefs, etc.
Tribune	1881	ED&MD—Eng.	16,000	15	20 x 26"	Chiefly Indians.

LUCKNOW

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
The Pioneer	1868	D—English	10,000	....	18 x 10⅝"	General.

MADRAS

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Andhra Patrika	1913	ED—Telugu	11,000	16	22¼ x 17½"	Telugu reading.
Dravidan	1916	ED—Tamil	4,000	12	20 x 13½"	Constitutional.
The Hindu	1878	ED—English	32,000	12-24	23 x 18"	Nationalists.
Indian Express	1932	ED—English	16,000	12	22½ x 17"	All classes.
Justice	1915	ED—English	4,000	12	20 x 14½"	Constitutional.
Madras Mail (U. S. 23)	1868	ED—English	10,000	12-24	23½ x 17¾"	All classes.
The Swadesamitran	1882	ED—Tamil	21,000	12	17¾ x 23¼"	Indians and few Europeans.
Swarajya	1920	ED—English	5,000	19	22¼ x 17½"	All classes.

FRENCH INDO-CHINA

CHOLON

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
La Gazette Chinoise	1929	MD-exS—Chinese	3,000	14	80 x 50 cm	All classes of Chinese.
Hue-Kieu-Nhat-Bao	1918	ED-exS—Chinese.	5,000	12	56 x 38 cm	All classes of Chinese.
L'Information Chinoise de Cochinchine	1924	ED-exS—Chinese.	8,000	20	56 x 36 cm	All classes of Chinese.
Le Peuple	....	MD-exS—Chinese	3,000	6	50 x 35 cm	All classes of Chinese.
Le Temps	1938	MD-exS—Chinese	3,000	6	45 x 35 cm	All classes of Chinese.

HIAPHONG

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Le Courrier d'Haiphong	1886	ED-exS—French.	1,500	8-10	58 x 42 cm	Business men.

HANOI

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
L'Avenir du Tonkin	1883	MD-exS—French.	2,500	8-10	60 x 48 cm	French.
Dong-Phap	1925	MD-exS-Annamite (quoc-ngu characters)	17,000 Z	4	61 x 90 cm	Annamites.
France-Indochine	1918	ED-exS—French.	1,000	8-10	61 x 45 cm	French.
Hanoi-Soir	1938	ED-exS—French.	2,000	6	60 x 90 cm	French.
Trung-Bac Tan-Van	1913	MD-exS*-Annamite (quoc-ngu characters)	8,500 Z	6	61 x 45 cm	Annamites.
La Volonte Indochinoise	1925	MD—French	3,500	8-12	45 x 60 cm	French.

SAIGON

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Cong-Luan	1915	MD-exS-Annamite (quoc-ngu characters)	3,500	8	22 x 17"	Natives.
La Depeche	1926	MD-exS—French.	3,500	10	65 x 45 cm	French, Annamites, Chinese.
Dien Tin	1924	MD-exS-Annamite (quoc-ngu characters)	3,000	8	65 x 45 cm	Annamites.
L'Impartial	1916	ED-exS*—French	.....	8	66 x 53 cm	French, Annamites, Chinese.
L'Opinion	1895	MD-exS—French.	2,500	6	65 x 45 cm	French, Annamites, Chinese.
Le Populaire	1929	MD-exS—French.	2,500	6	65 x 45 cm	French, Annamites, Chinese.
La Presse Indochinoise	1924	MD-exS—French.	3,000	6	65 x 45 cm	French, Annamites, Chinese.
Saigon	1932	MD-exS-Annamite (quoc-ngu characters)	2,500	8	45 x 65 cm	Annamites.

(*Continued on page 249*)

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INDIA'S OUTSTANDING ECONOMIC WEEKLY

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 248)

SIAM

BANGKOK

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Bangkok Times	1887	ED—English	1,500 Z	8	17 x 23"	Europeans, government workers.
Jatiniyom	1937	MD—Siamese	4,000 Z	32	11 x 15½"	Siamese government workers & public.
Krungdeb Varasab Daily) News)	1931	MD—Siamese	5,000 Z	36	11 x 15½"	Siamese government workers & public.
Morning Express	1939	MD-exS—English	1,200 Z	16	11 x 15½"	Siamese government workers, public & Europeans.
Prajaiati (The Nation)	1932	MD—Siamese	8,000 Z	36	11 x 15½"	Siamese, government workers & public.
Prajamitr	1938	MD—Siamese	5,000 Z	16	17 x 23"	Siamese government workers & public.
Prattoan Sarn	1934	W—Siamese	7,500 X	36	11 x 15½"	Siamese government workers & public.
Prattoan Wan	1936	MD—Siamese	4,000 X	36	11 x 15½"	Siamese government workers & public.
Siam Chronicle	1936	ED—English	3,000 Z	20	11 x 15½"	Siamese government workers, public & Europeans.
Siam Nikorn	1936	MD—Siamese	4,000 Z	40	11 x 15½"	Siamese government workers & public.
Siam News	1932	MD—Siamese	3,500	32	11 x 15½"	Siamese government workers & public.
Siam Rashdra	1924	MD—Siamese	23,000 Z	16	12 x 17½"	Siamese government workers & public.
Srikrung	1918	MD-exM-Siamese	10,000 Z	24	12 x 17¾"	General public.
Tai Mai	1930	MD—Siamese	7,500 Z	40	11 x 15½"	General public.
Tong Hua Min Pob	1936	ED—Chinese	2,000 Z	26	14 x 21"	Chinese.

CHINA

(Due to the war condition in China, newspaper listings for Amoy, Foochow, Hankow, Nanking, Tsingtao and Yunnanfu which were formerly carried have been omitted from this list. It is impossible to get accurate information on newspapers in the cities noted below. This is the best data available from U. S. Government and other private sources.)

CANTON

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Chu Kiang Jih Pao (Pearl River Daily News)	1931	MD—Chinese	3,000	8	14¾" x 20"	Common people.
Kung Ping Pao (Public Critic Press)	1926	MD—Chinese	20,000	12	15 x 20"	Middle class.
Kung Wo Pao (Democratic Press)	1915	MD—Chinese	9,000	8	14¼ x 19¾"	Middle class.
Kwang Tung 72 Guilds Shang Pao (Commercial Daily News)	1907	MD—Chinese	4,000	10	13¾" x 19"	Merchants.
Kwangchow Jih Pao (Canton Daily News)	1930	MD—Chinese	2,000	12	14¼ x 19"	Common people.
Min Kuo Jih Pao (Republican Daily News)	1925	MD—Chinese	15,000	8-16	13¾" x 19¼"	Kuomintan organ
Canton Daily Sun	....	MD—English	3,000	10	12¼ x 18"	Foreigners and Chinese abroad.
Kwok Wah Pao (National Prosperity News)	1924	D—Chinese	15,000	....	16¼ x 22¼"	.....
Yin Hsian Pao (Phenomena Press)	1924	D—Chinese	20,000	....	15 x 20"	.....
Yueh Wa Pao (South China News)	1928	D—Chinese	20,000	....	16 x 20"	.....

HONG KONG

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
China Mail (U.S. 10)	1845	MD—English	3,400 X	12	11½ x 15½"	Europeans.
Hong Kong Daily Press	1857	MD—English	2,500	16	16 x 20"	Shippers, merchants.
Hong Kong Telegraph	1881	ED—English	4,500 X	12-18	21 x 18"	Europeans.
Kung Sheung Yat Po	1925	MD—Chinese	8,000	16	18½ x 26"	Lower classes.
South China Morning Post	1903	MD—English	8,000 X	24	21 x 18"	Europeans.
Tai Kwong Yat Po	1911	MD—Chinese	9,000	16	18½ x 20"	The masses.
Tsun Wan Yat Po	1872	D—Chinese	10,000	16-20	18½ x 26"	Lower and middle.
Wah Kiu Yat Po	1925	MD—Chinese	17,000	16	32 x 22"	Better classes.
Wah Tse Yat Po (U.S. 19)	1866	MD—Chinese	25,000	16	18½ x 26"	Better class.
Kung Sheung Man Po	....	ED—Chinese	40,000	4	18½ x 26"	Better class.
Tsun Wan Chiu Po	....	MD—Chinese	9,000	4	18½ x 26"	Better class.
Tsun Wan Man Po	....	ED—Chinese	15,000	4	18½ x 26"	Better class.
The Public Herald	1934	MD—Chinese	25,000	8	20 x 15"	Better class.
Tin Kwong Po	1934	MD—Chinese	25,000	4	20 x 15"	detter class.
Nan Chung Po	....	ED—Chinese	5,000	4	18½ x 26"	Better class.
		English	.....	....	.....	.....
Ta Kung Pao	1902	MD—Chinese	.....	....	.....	For educated classes—formerly published in Tientsin.
Shun Pao	1872	MD—Chinese	.....	....	.....	All classes—formerly published in Shanghai.
Lih Pao	....	.....	.....	....	.....	Formerly in Shanghai.

PEIPING

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Peking Chronicle	1924	MD—English	.....	12	20 x 14¼"	English speaking under Japanese interests.
Le Journal de Pekin	....	MD—French	600	8-12	20 x 14"	.....
Yi Shih Pao	1915	MD—Chinese	8,000	12-14	20 x 14½"	Commercial and wealthier Chinese.
Shiao Shih Pao	1925	MD—Chinese	20,000	4	14 x 8¼"	Middle classes.
Chien Min Pao	1928	MD—Chinese	10,000	10	14 x 20"	General.
Ching Pao	1928	MD—Chinese	7,000	10	14 x 20"	Merchants and officials.
Jih Chih Pao	1911	MD—Chinese	3,000	4	13½ x 20"	Merchants and officials.
Min Kyo Jih Pao	1928	MD—Chinese	8,000	8	14 x 20"	Upper classes.
Peiping Jih Pao	1904	MD—Chinese	3,400	4	14½ x 20"	Upper classes.
Peiping Sin Pao	1931	MD—Chinese	5,000	4	14 x 19½"	General.
Peiping Van Pao	1923	ED—Chinese	6,000	4	8½ x 13¾"	Upper classes.
Peiping Zen Pao	1930	MD—Chinese	37,500	12	14 x 20"	General.
Peking Jih Pao	1904	MD—Chinese	8,000	8 to 12	14 x 19½"	Upper classes.
Ping Pao	1920	MD—Chinese	10,000	4	8¾ x 14"	General.
Shang Pao	1928	MD—Chinese	8,000	4	13½ x 20"	Commercial.
Shan Yeh Jih Pao	1934	MD—Chinese	5,000	4	14 x 20½"	Commercial.
Sze Kai Jih Pao	1925	MD—Chinese	18,000	10 to 12	13½ x 20"	General.
Tao Pao	1928	MD—Chinese	6,700	8	14 x 20"	Merchants and commercial.
Tieh Dou Shih Pao	1921	Chinese	.....	4	14 x 20"	Railway.
Yi Sze Pao	1915	MD—Chinese	12,000	12 to 14	14¼ x 20"	Social welfare.
Chun Chiang Pao	1921	MD—Chinese	27,000	4 to 6	5¾ x 8½"	General.
Kwong Nyi Sin Wen	1931	MD—Chinese	2,000	4	9 x 13"	Mining.
Sha Pao	1928	MD—Chinese	28,000	4	8½ x 14"	General.
Yenching Gazette	1932	English & Chinese	.....	6 to 8	14 x 20"	Educational.

CHINA—Continued

SHANGHAI

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
China Evening News	1932	ED—Chinese	25,000	4	15 x 20½"	All classes.
China Press	1911	MD—English	5,000	16	16 x 21"	Europeans and Chinese.
Deutsche Shanghai Zeitung	1932	MD—German	1,000	6	12¾ x 20"	Germans.
Eastern Times	1904	MD—Chinese	75,000	8	15 x 20½"	Educated Chinese.
Le Journal de Shanghai	....	MD—French	2,000	12-16	17 x 21¼"	French.
Modern Daily News	1932	MD—Chinese	10,000	4	9 x 14"	All classes.
North China Daily News	1850	MD—English	9,500	20-22	17¼ x 22½"	Europeans and Chinese.
Shanghai Evening Post & Mercury	1856	ED-exS—English	7,000	14-24	16½ x 21"	Europeans and Chinese.
Ta Mei Wan Pao	1931	ED—Chinese	edition of Evening Post & Mercury.			
Ta Mei Pao	1937	MD—morning edition of above.				
Shanghai Morning Post	1932	MD—Chinese	32,000	12	15 x 21"	All classes.
Shanghai Mainichi Shimbun	1918	MED—Japanese	6,000	8	15 x 20½"	Japanese.
Shanghai Nippo	1912	MED—Japanese	3,500	8	15 x 13"	Japanese.
Shanghai Times	1901	MD—English	5,000	16	15½ x 21"	Europeans and Chinese.
Shanghai Zaria	1925	MED—Russian	3,500	8-12	15¾ x 21"	Russians.
Sin Wan Pao	1893	MD—Chinese	150,000	16-20	15⅞ x 20"	All classes. Most widely circulated paper.
Slovo	1929	MD—Russian	5,000	10-12	16½ x 19¾"	Russian.
The Crystal	1919	MD—Chinese	50,000	4	9 x 13¾"	All classes.
Hwa Mei Wan Pao	....	ED—Chinese	.....	....	.....	American.
Wen Hui Pao	....	Chinese	.....	....	.....	British.
Tao Pao	1938	MD—Chinese	.....	....	.....	British.

TIENTSIN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
North China Star	1918	MD—English	3,000	12-16	14½ x 20"	English speaking.
Peking & Tientsin Times	1894	MD—English	1,200	14-16	14½ x 20"	English speaking.
Yung Pao	1926	MD—Chinese	10,000	12	14½ x 20"	Organ of Japanese army.
Hsin Tientsin Daily News	1925	MD—Chinese	15,000	16	9¾ x 14"	Middle class.
Deutsch-Chinesiche Nachrichten	1929	MD—German	800	24-36	10½ x 16"	Germans.
Nasha Zaria	1928	MD—Russian	1,000	8-16	14½ x 20"	Russians.
Tientsin Nippo Sha	1899	MD-ED—Japanese	2,000	4	14 x 20"	Japanese.
Keishin Nichi Nichi Shimbun Sha	1918	MD-ED—Japanese	1,800	4	15 x 20"	Japanese.
Tientsin Wu Pao	1911	MD—Chinese	16,000	12	10 x 13½"	Lower and middle.

JAPAN, KOREA, MANCHUOKUO

FUKUI

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Fukui Shimbun	1899	MD&ED—Jap.	100,000 X	4	.....	.....

FUKUOKA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Fukuoka Nichi-Nichi-Shimbun	1877	MD-ED—Jap.	100,000 X	12 & 4	21¾ x 16"	General.
Kyushu Mainichi	1918	MD—Japanese	50,000 X	4	21¾ x 16"	General.
Kyushu Nippo	1887	MD&ED—Jap.	90,000 X	12 & 4	21¾ x 16"	General.
Toyo Nippo	1924	MD—Japanese	20,000	4	21¾ x 16"	General.

FUKUSHIMA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Fukushima Minyu Shimbun	1895	MD&ED—Jap.	18,000	4	21¾ x 16"	General.
Fukushima Minpo	1890	MD&ED—Jap.	.....	4	.....	General.

GIFU

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Gifu Nichi-Nichi Shimbun	1881	MD&ED—Jap.	300,000	4	21 x 16"	General.

HIROSHIMA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Geibi Nichi-Nichi	1886	MD&ED—Jap.	40,000	4	21¾ x 16"	General.
Chugoku Shimbun	1892	MD&ED—Jap.	50,000	12	12¼ x 16"	General.

HOKKAIDO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Asahigawa Shimbun	1925	MD&ED—Jap.	32,000 X	8 & 4	21½ x 16"	General.
Hokkai Times	1901	MD&ED—Jap.	80,000 X	10 & 4	21½ x 16"	General.
Otaru Shimbun	1890	MD&ED—Jap.	50,000 X	10 & 4	21½ x 16"	General.

IBARAGIKEN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Ibaragi Shimbun	1891	MD&ED—Jap.	35,000	6	21¾ x 16"	General.

KAGOSHIMA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Kagoshima Shimbun	1900	MD&ED—Jap.	35,000 X	4	21¾ x 16"	General.

KAWAZAWA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Kokkoku Shimbun	1893	MD&ED—Jap.	100,000 X	6 & 4	.....	.....

KOBE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Japan Chronicle	1891	MD—English	3,000 X	8	21½ x 18"	English speaking people.
Kobe Nichi-Nichi	1922	ED—Japanese	46,250	4	21¾ x 16"	Commercial—general.
Kobe Shimbun	1898	MD&ED—Jap.	50,000 X	12	21¾ x 16"	General.
Kobe Yushin Nippo	1884	MD&ED—Jap.	50,000 X	8	21¾ x 16"	General.

KUMAMOTO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Kyushu Shimbun	1923	MD&ED—Jap.	50,000 X	4	21¾ x 16"	General.

KURE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Kure Nichi-Nichi	1900	MD&ED—Jap.	50,000	4	21¾ x 16"	General.

KYOTO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Kyoto Hinode Shimbun	1876	MD&ED—Jap.	50,000 X	8	21¾ x 16"	General.
Kyoto Nichi-Nichi	1912	MD&ED—Jap.	50,000 X	8-4	21¼ x 16"	General.

MAEBASHI

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Jomo Nichi-Nichi Shimbun	1926	ED—Japanese	7,000	4	21¾ x 16"	General.
Jomo Shimbun	1884	MD&ED—Jap.	.....	4	.....	General.

MATSUYAMA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Ehime Shimpo	1887	MD&ED—Jap.	46,400	6	21¾ x 16"	General.

MOJI

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Moji Shimpo	1895	MD&ED—Jap.	45,000 A	4	21¾ x 16"	General.

NAGANO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Shinano Mainichi Shimbun	1873	MD&ED—Jap.	150,000 A	8 & 4	21 x 16"	General.

NAGASAKI

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Nagasaki Minyu Shimbun	1924	ED—Japanese	20,000 X	4	21¾ x 16"	General.
Nagasaki Nichi-Nich Shimbun	1900	MD&ED—Jap.	50,000 X	4	21¾ x 16"	General.

NAGOYA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Aichi Shimbun	1899	ED—Japanese	25,000	4	21 x 16"	General.
Nagoya Shimbun	1906	MD&ED—Jap.	200,000	12	32 x 21½"	General.
Shin Aichi	1888	MD&ED—Jap.	250,000	12	32 x 21½"	General.

NIIGATA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Hokuyetsu Shimpo	1925	MD&ED—Jap.	15,000 X	6 & 4	21 x 16"	General.
Niigata Mainichi	1910	MD&ED—Jap.	.....	4	.....	General.

(Continued on page 250)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 249)

JAPAN, KOREA AND MANCHUKUO—Continued

OITA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Hoshu Shimbun	1929	MD&ED—Jap...	25,000 X	4	21½ x 16"	General.
Oita Shimbun	1910	MD&ED—Jap...	30,000 X	4	21¾ x 16"	General.

OKAZAKI

Shin Mikawa	1895	MD—Japanese...	10,000	4	21 x 16"	General.

OSAKA

Maicho Shimpo	1913	ED—Japanese...	10,000	4	21¾ x 16"	General.
Nikkan Kogyo Shimbun	1915	MD—Japanese...	30,000 X	8	21¾ x 16"	Industrial & Commercial.
Nihon Orimono Shimbun	1906	MD—Japanese...	8,000 X	4	21¾ x 16"	Textile interests.
Osaka Asahi Shimbun	1867	ED—Japanese...	1,200,000 X	12	21¾ x 16"	Above middle class
Osaka Jiji Shimpo	1905	MD&ED—Jap...	300,000	8 & 4	21¾ x 16"	General.
Osaka Keizai Shimbun	1882	ED—Japanese...	15,000	4	21¾ x 16"	Commercial people.
Osaka Mainichi Shimbun	1888	MD&ED—Jap...	1,200,000 X	12 & 4	21¾ x 16"	General.
Osaka Mainichi Shimbun	1922	MD—English...	12,000 X	8	21¾ x 16"	English-speaking people.
Osaka Shogyo Shimpo	1922	MD—Japanese...	60,000	4	21¾ x 16"	Commercial people.
Sunday Mainichi	....	W—Japanese...	250,000 X	36	10½ x 15"	All classes.
Taisho Nichi-Nichi Shimbun	1919	MD&ED—Jap...	50,000 X	4	16 x 21"	All classes.
Yakuseki Nippo	....	MD—Japanese...	10,000 X	8	21¾ x 16"	Industrial and Commercial.
Magazines:						
The Asahi Sports	1923	BM—Japanese...	120,000	32	10½ x 15¼	All classes.

SAGA

Saga Mainichi	1912	MD&ED—Jap...	30,000 X	8 & 4	21¾ x 16"	General.

SENDAI (MIYAGI-KEN)

Kahaku Shimpo	1897	MD&ED—Jap...	50,000	8 & 4	21½ x 16"	General.

SHIDZUOKA

Shidzuoka Shimpo	1896	MD&ED—Jap...	25,000	8 & 4	21¾ x 16"	General.

SHIMONOSEKI

Bakan Mainichi	1890	MD&ED—Jap...	35,000 X	4	21¾ x 16"	General.
Kanmon Maiyu	1910	ED—Japanese...	20,000 X	4	21¾ x 16"	General.
Kanmon Nichi-Nichi	1880	MD&ED—Jap...	50,000 X	2	21¾ x 16"	General.

TAICHU (TAIWAN)

Taiwan Shimbun	1903	MD&ED—Jap. & Chinese	12,500 X	8 & 4	21¾ x 16"	General.

TAIHOKU (TAIWAN)

Taiwan Nichi-Nichi	1898	MD&ED—Jap. & Chinese	40,000	8 & 4	21¾ x 16"	General.
Taiwan Shin Mimpo Shimpo		MD&ED—Jap. & Chinese	50,000	8 & 4	21¾ x 16"	Formosan Chinese.

TAKAMATSU

Kagawa Shimpo	1883	MD&ED—Jap...	20,000	4	21¾ x 16"	General.

TOKUSHIMA

Tokushima Nichi-Nichi Shimpo	1876	MD&ED—Jap...	.....	4	21¾ x 16"	General.
Tokushima Mainichi Shimbun	1888	MD—Japanese...	35,000	10	21¾ x 16"	General.

TOKYO

Chugai Shogyo Shimpo	1876	MD&ED-exS—Japanese	80,000	8 4	21½ x 16"	Commercial circles.
Hochi Shimbun	1872	MD&ED-exS—Japanese	250,000	10 4	21½ x 16"	General classes.
The Japan Advertiser	1890	MD—English...	15,000 X	8	18½ x 22½"	Foreign residents.
Japan Times & Mail	1897	ED—English...	10,000	8-10	23¾ x 18"	Foreign residents & Japanese intellectual classes.
Kokumin Shimbun	1890	MD&ED-exS—Japanese	80,000	8 & 4	21½ x 16"	General classes.
Kwanpo (Official Gazette)	1892	MD-exS—Jap...	45,000	40	12 x 9"	Official classes.
Miyako Shimbun	1884	MD—Japanese...	150,000	14	21½ x 16"	Lower classes.
Tokyo Asahi Shimbun (U.S. 19)	1888	MD—Japanese	900,000	10	21½ x 16"	General classes.
		ED-exS—Jap...	.....	4	.....	.....
Tokyo Nichi-Nichi Shimbun	1872	MD—Japanese...	1,000,000	10	21½ x 16"	General classes.
		ED-exS—Jap...	.....	4	.....	.....
Yorozu Choho	1892	MD&ED—Jap...	20,000	4	21½ x 16"	General classes.
Yomiuri Shimbun	1874	MD—Japanese...	800,000	10	21½ x 16"	General—Field sports
		ED-exS—Jap...	.....	4	.....	.....

TOTTORI

Tottori Shimpo	1883	MD—Japanese...	21,000	4	21¾ x 16"	General.

TOYAMA

Toyama Nippo	1893	MD&ED—Jap...	150,000 A	6 & 4	.....	.....

WAKAMATSU

YOKOHAMA

Yokohama Boeki Shimpo	1889	MD—Japanese...	40,000	8	21¾ x 16"	General.
Trade Publications:						
Kanagawa-ken Keshohin Zakka Shohe	1909	SM—Japanese...	5,000	16	12½ x 18"	Dealers in toilet articles, drugs, medicines, etc.
Kocki	1905	M—Japanese...	3,000	60	7½ x 10 1/16"	Exporters, importers, trade associations.
Sakai Boaki Nenkan	1925	Yr.—Japanese...	3,000	600	6 x 8¼"	Individuals, firms, associations concerned in foreign trade.
Yokohama Shoko Geppo	1904	M—Japanese...	2,000	100	6⅛ x 5⅛"	Exporters, importers, and trade associations.

JAVA

BANDOENG

Algemeen Indisch Dagblad, de Preangerbode	1898	ED—Dutch...	5,500 A	12-16	41½ x 57½ cm.	General public.
Kaoem Moeda	1857	ED—Malay...	1,000 A	30	30 x 46½ cm.	Natives.
De Koerier	....	ED—Dutch...	4,000 A	8	34 x 50 cm.	Roman Catholic.

BATAVIA

Bataviaasch Nieuwsblad	1884	ED—Dutch...	4,500 A	12-16	37½ x 51 cm.	All classes.
Bintang Timber	1925	ED—Malay...	3,000 A	8	35 x 50 cm.	Natives.
Het Nieuws van den Dag v. N. I.	1895	ED—Dutch...	5,000 A	16-20	29½ x 47 cm.	All classes.
Java Bode	1851	ED—Dutch...	6,000 A	12-16	36 x 52 cm.	All classes.
Keng Po	1923	ED—Malay...	3,000 A	4	55 x 75 cm.	Natives and Chinese.
Siang Po	1902	ED—Malay...	3,000 A	8-12	55 x 75 cm.	Conservative Chinese.
Sin Po (Chinese edition)	1921	ED—Chinese...	3,000 A	8	36 x 52 cm.	Chinese.
Sin Po (Malay edition)	1909	ED—Malay...	7,000 A	12	55 x 75 cm.	Better class.
De Volksstem	1932	ED—Dutch...	1,500 A	8	36 x 52 cm.	General.

CHERIBON

Het Noorden	1919	ED—Dutch...	1,100 A	6-12	33½ x 51½"	General.

DJOCJAKARTA

Dagblad Mataram	1903	MD&ED—Dutch	1,850	12	50 x 31 cm.	Europeans.

MALANG

De Malanger	1925	ED—Dutch...	1,500	10	42 x 34 cm.	Europeans.

MAKASSAR

Makassarsche Courant	1895	ED—Dutch...	1,000	12	54 x 37 cm.	Europeans.

MENADO

Het Menado Bulletin	....	ED—Dutch...	800 R	8	50 x 33 cm.	Europeans.

SEMARANG

Algemeen Handelsblad	1923	ED—Dutch...	4,000 R	14	59 x 39 cm.	Europeans.
Djawa-Tengah	1909	ED—Malay...	4,000 R	12	53 x 37 cm.	Chinese.
Dagblad de Locomotief (U.S. 15)	1851	ED—Dutch...	.....	16	65 x 45 cm.	Europeans.

SOEKABOEMI

Soekaboemi Post	1918	ED—Dutch...	500 A	4	25 x 40 cm.	General.

SOERABAIA

De Huisvrouw in Indie (U.S. 15)	....	.....	.....	....	.....	.....
De Indische Courant	1921	ED—Dutch...	6,800	20	64 x 46 cm.	Europeans.
Nieuwe Soerabaja Courant	1836	ED—Dutch...	2,100	12	59 x 39 cm.	Europeans.
Pewarta Soerbaia	1903	ED—Malay...	4,000 R	12	55 x 37 cm.	Chinese.
Sin Tit Po (formerly Sin Jit Po (U.S. 15)	1923	ED—Malay...	5,315	14	55 x 37½ cm.	Chinese.
Soerabaiasch Handelsblad (U.S. 15)	1852	ED—Dutch...	5,000	20	59 x 39 cm.	Europeans.
Tay Kong Siang Po	1922	ED—Chinese...	4,000	12	55 x 37 cm.	Chinese.

SUMATRA

MEDAN

De Deli Courant	1885	ED-exS—Dutch	4,000	14	16 x 22½"	Educated classes.
New China	1928	ED-exS—Chinese.	3,800	20	14¾ x 21½"	Chinese.
Pelita-Andalas	1913	D-exS—Romanized Malay	2,000	10	14¾ x 21¾"	Chinese, Malays.
Pewarta Deli	1909	ED-exS Romanized Malay	1,800	10	14¾ x 21¾"	Malays, Javanese, Chinese.
Sumatra Bin Poh	1925	ED-exS—Chinese.	3,000	20	15 x 21¾"	Chinese.
De Sumatra Post (U.S.15)	1898	ED-exS—Dutch (few ads in English)	3,000	14	16¼ x 23"	European & educated.

PADANG

Radio	....	ED—Malay...	1,200 A	4	38 x 55 cm.	Chinese & natives.
Sinar Sumatra	1896	ED—Malay...	1,500 A	4	37½ x 56 cm.	Chinese & natives.
Sumatra Bode	1894	ED—Dutch...	1,500 A	12	36 x 50 cm.	Europeans.

STRAITS SETTLEMENTS (British Malaya)

IPOH

The Times of Malaya & Planters' and Miners Gazette	1904	ED—English...	10,000	12-16	20 x 15"	Europeans & Educated Asiatics

KUALA LUMPUR

The Malay Mail	1896	ED—English...	.....	16	20 x 15"	Europeans & Asiatics.

PENANG

Kwong Wah Yit Poh	1910	MD—Chinese...	4,200	24	21½ x 15½"	Chinese.
Penang Sin Poe	1896	ED—Chinese...	2,500 X	24	13 x 18"	Chinese.
Penang Gazette & Straits Chronicle	1833	ED—English...	2,500 R	20	20 x 15"	Europeans & Educated.
Straits Echo	1903	MD—English...	5,000	16	19 x 24"	English-speaking.

SINGAPORE

The Malaya Tribune	....	ED—English...	10,100	20	20 x 15"	Business & educated public.
Nanyang Siang Pau	1922	MD—Chinese...	8,000	24	19½ x 13"	Chinese.
The Nanyo Nichi-Nichi Shimbun	1913	D—Japanese...	2,500	4	15½ x 21½"	Japanese.
Sin Chew Jit Poh (U.S. 15) (U.S. 19)	1935	D—Chinese...	11,500	8	.....	Chinese population
Sin Kuo Min	....	ED—Chinese...	3,600	20	14 x 18"	Chinese merchants.
Singapore Free Press	1835	MD—English...	3,600	16	20 x 15"	High class.
Straits Times	....	ED—English...	.....	20	20 x 15"	All classes.
The Union Times	1898	MD—Chinese...	8,000 X	24	20 x 15"	Chinese merchants.
Warta Malaya (U.S. 15) (U.S. 19)	1930	ED—Malay...	.....	20	13 x 9.6"	Malays.

IRAQ

BAGHDAD

Iraq Times (U.S. 15)	1914	MD—English and Arabic	4,000	....	22 x 16½"	Foreigners and educated natives.
Al Alam Ul Arabi (U. S. 15)	....	ED—Arabic...	.....	4	16 x 20"	Middle class.
Al Bilad (U.S. 15)	....	D—Arabic...	.....	....	.....	.....
Sawt-Ash-Shaab (U.S.15)	....	D—Arabic...	.....	....	.....	.....

PALESTINE

JERUSALEM

Palestine Post (U.S. 15)	1923	MD—English...	6,000	8-16	17 x 10½"	English-reading.

TEL AVIV

Davar (U.S. 15)	1925	D—Hebrew...	32,000	....	.....	Labor and intellectuals.
Haaretz (U.S. 15)	1918	D—Hebrew...	17,000	....	.....	Middle class.
Haboker (U.S. 15)	....	D—Hebrew...	.....	....	.....	.....
Hayarden (U.S. 15)	....	D—Hebrew...	.....	....	.....	.....

JAFFA

Falastin (U.S. 15)	....	D—Arabic...	.....	....	.....	.....
Al Difa (U.S. 15)	....	D—Arabic...	.....	....	.....	.....

IRAN

TEHERAN

Ittelaat	1926	ED-exFri—Persian	8,000	8	15½ x 22"	Politicians and merchants.
Iran (U.S. 15)	1863	D—French...	.....	4	20 x 28½"	Politicians and merchants.
Koushesh	1922	D—Persian...	2,000 L	4	15½ x 22"	Officials.
Setareh ye Djehane	1928	MD—Iranian and French	1,500 L	4	15½ x 22"	Upper class.

(Continued on page 251)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 250)

SYRIA

BEYROUTH

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Al Ahrar (U.S. 15)	1923	D-exM—Arabic	5,000 L	4	19 x 25"	All classes.
Al Ahwal	1891	D-exS—Arabic	1,500 L	4	17½ x 24"	Merchants.
Al Bairak (U.S. 15)	....	D-exM—Arabic	.....	....	.....	.....
Al Balagh	1910	D-exFri—Arabic	1,500 L	4	19 x 25"	Moslems.
Al-Bark	1908	D-exMon-Arabic	1,000 L	4	18½ x 24½"	All classes.
Al Dabbour (U.S. 15)	....	D—French	.....	....	.....	.....
Lissan-Ul Hal (U.S. 15)	1877	ED-exS—Arabic	.....	6	17 x 24"	Higher class.
L'Orient (U.S. 15)	1923	MD-exMon.—French	.....	4	18 x 24"	Higher class of natives.
Le Reveil	1906	D-exS—French.	1,000 L	4	18½ x 24½"	Clerical party.
La Syrie (U.S. 15)	1919	MD-ex—Mon—French	.....	4	18 x 24"	French Army and officials.
Le Jour. (U.S. 15)	....	D—French	.....	....	.....	.....
Al Nahar (U.S. 15)	....	D—Arabic	.....	....	.....	.....
Saout-Al-Abrar (U.S. 15)	....	D—Arabic	.....	....	.....	.....

DAMASCUS

Alefba (U.S. 15)	1920	MD—Arabic	.....	4	25 x 19"	Educated Syrians.
Fata-el-Arab	1918	MD—Arabic	2,000 X	4	22 x 16"	Moslem fanatics, Syrians.
Echos de Damas (U.S. 15)	....	D—French	.....	....	.....	.....

CYPRUS

NICOSIA

Eleftheria (Liberty (U.S.15)	1900	MD—Greek	.....	6	18¾ x 24½"	Upper middle.
Kypriacos Typos (Cyprus Press)	1934	MD—Greek	3,000	4	16½ x 23"	Upper middle.

NEWSPAPERS OF AFRICA

ALGERIA

ALGIERS

Alger Republicain	1937	MD*—French	30,000	8	23½ x 17¼"	All classes.
l'Algerie	1897	ED-exS—French.	65,000	4	24 x 14¾"	Business men.
LaDepeche Algerienne	1884	MD*—French	80,000	8	23½ x 16¾"	All classes.
l'Echo d'Alger	1911	MD*—French	65,000	8	23½ x 16¾"	All classes.

BOONE

La Depeche de l'Est	1887	MD—French	10,000	4	21 x 15¾"	All classes

CONSTANTINE

Depeche de Constantine	198	MD*—French	5,000	8	21½ x 15½"	Eastern Algerians
Republicain	1877	ED—French	3,000	4	21 x 16"	All classes

ORAN

Depeche Oranaise	1916	ED—French	6,000 X	4	23½ x 17¾"	All classes.
l'Echo D'Oran	1844	MD*—French	85,000	10	23½ x 17¾"	All classes.
Oran Matin	1932	MD*—French	45,000	10	23½ x 17"	All classes.
l'Oranie Sportive	1926	W—French	10,000	4	21½ x 15¾"	Sporting public.
Oran Republicain	1936	MD*—French	45,000	8	23½ x 17¾"	All classes.
Petit Oranais	1880	ED—French	2,800 X	4	23½ x 17¾"	All classes.

ANGOLA

LUANDA

Diario de Luanda	1929	ED—Portuguese.	1,000 X	4	.....	All classes.
A Provincia de Angola	1922	MD—Portuguese.	5,000	4	17 x 22½"	All classes.

BELGIAN CONGO

ELIZABETHVILLE

L'Echo du Katanga	1929	ED*—French	1,200 X	4	13 x 20"	All classes.
L'Essor du Congo	1927	ED—French	2,000 X	8	12½ x 17"	All classes.

LEOPOLDVILLE

L'Avenir Colonial Belge	1920	ED-exS*—French	1,500 X	10	16 x 21"	All classes.
Le Courrier d'Afrique	1930	ED-exS*—French	2,000 X	8	15½ x 22"	All classes, particularly Catholic & Government.

BRITISH EAST AFRICA

MOMBASA (Kenya Colony)

Kenya Daily Mail	1927	ED—English & Gujarati	800 D	8	12½ x 20"	All classes.
Mombasa Times	1903	MD*—English & Gujarati	600	10-12	12½ x 20"	European, Indians, Goanese, educated natives.

NAIROBI (Kenya Colony)

East African Standard	1903	MD	2,250	10-12	24 x 19½"	All classes, farmers, business men.

DAR-ES-SALAAM (Tanganyika)

Tanganyika Standard	....	MD*—English	800	4 24	20 x 25" 12½ x 20"	Europeans, Asiaties, a few Africans.

BATHURST (Gambia)

Gambia Outlook & Senegambian Reporter	1922	W—English	600	8	10 x 15"	All classes.

LAGOS (Nigeria)

Nigerian Daily Times	1924	MD*—English	5,900 X	8	11½ x 17½"	Europeans and educated Africans.
The West African Pilot	1937	MD*—English	9,200 X	8	12½ x 20"	Natives and Europeans.

FREETOWN (Sierra Leone)

The Daily Guardian	1902	MD—English	750 X	8	12 x 17"	All classes.
Sierra Leone Daily Mail	1910	MD—English	1,000 X	6	12 x 17"	All classes.

FRENCH WEST AFRICA

DAKAR (Senegal)

Paris—Dakar	....	MD—French	.....	6	.....	French colonists.

GOLD COAST

ACCRA

The African Morning Post	1934	D—English	7,200	8	22½ x 16½"	Africans & Europeans in & outside the Gold Coast.
The Daily Echo	1936	MD—English	1,000 X	4	17½ x 22"	Africans & Europeans in & outside the Gold Coast.
The Spectator Daily	1927	D—English	3,000	4	22½ x 16½"	Africans & Europeans in & outside the Gold Coast.
The Vox Populi	1917	D—English	2,500	16	17½ x 11¼"	Africans & Europeans in & outside the Gold Coast.

LIBIA

BENGASI (Cirenaica)

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
La Cirenaica	1928	MD—Italian	1,800	4	57 x 42 cm.	All classes.

TRIPOLI (Tripolitania)

Avvenire di Tripoli	1928	MD-exMon—Italian	5,000	4	57 x 44 cm.	All classes.

PORTUGUESE EAST AFRICA (MOZAMBIQUE)

LOURENCO MARQUES

Noticias	1926	MD-exS—Portuguese	4,000	14	13 x 20"	Portuguese reading public.

EGYPT

ALEXANDRIA

Anatoli	1932	MD-exS—Greek	2,500	6	40 x 55 cm.	Greeks of all classes.
Al Bassir	1897	ED—Arabic	4,500	8-10	54 x 42 cm.	Egyptian business men.
La Bourse Egyptienne (U. S. 15)	1900	ED*—French	15,000	8	54 x 41 cm.	French-speaking Europeans.
Egyptian Gazette (Alexandria Edition) (U. S. 15)	1880	MD-exS—English	6,000	8	62 x 47 cm.	General.
Egyptian Mail (U. S. 15)	1910	MD-exMon—English	15,000	8-12	52 x 40 cm.	English-speaking
Ephimeris (U. S. 15)	1910	MD-exMon*—Greek	3,000	6	41 x 54 cm.	Greek colony.
La Gazette d'Orient	1927	ED-exS—French	2,000	6	60 x 47 cm.	European business men.
Il Giornale d'Oriente (U. S. 15)	1890	MD-exS—Italian.	5,000	8	39 x 52 cm.	Italian colony.
Journal du Commerce et de la Marine (U.S. 23)	1909	ED-exS—French.	5,000	4	46 x 61 cm.	Business & commercial circles.
Le Phare Egyptian	1924	ED—French	2,000	4	54 x 41 cm.	General public.
La Reforme (U. S. 15)	1890	ED-exS*—French	6,000	6-8	41 x 54 cm.	French-reading public.
Al Rouchdiat	1913	ED—Arabic	4,000	8	41 x 57 cm.	Egyptian business men.
Tachydromos-Homonia (U. S. 15)	1881	MD*—Greek	6,000	8	42½ x 57 cm.	Greek business & social circles.
Waddinil	1909	ED—Arabic	3-4,000	12	40 x 56 cm.	Egyptian public.

CAIRO

Al Ahram (U. S. 15)	1875	MD*—Arabic	82,000	16	44 x 60 cm.	General Egyptian public and business men.
Arev	1915	ED—Armenian	3,000	4	60 x 47 cm.	Armenian colony.
Al Guenad (U. S. 15)	1931	MD—Arabic	.....	12	55 x 39 cm.	Organ of Wafd. party.
Al Balagh (U. S. 15)	1922	ED*—Arabic	20,000	12	55 x 39 cm.	General Egyptian public.
La Bourse Egyptienne (U. S. 15) (Cairo edition)	1900	ED*—French	20,000	12-16	58 x 44 cm.	General Egyptian public and business men.
Clio	1914	MD—Greek	2,000	4	60 x 45 cm.	General Greek public.
Al Dastour	1938	MD—Arabic	3,000	10	59 x 45 cm.	General Arabic & political.
Egyptian Gazette	1879	MD-exS*-English	6-7,000	8	60 x 44 cm.	English colony.
Egyptian Mail (U. S. 15)	1910	MD*—English	3,000	8	60 x 44 cm.	English-reading public.
Il Giornale d'Oriente (U. S. 15)	1890	MD*—Italian	6,000	6-8	52 x 39 cm.	Italian community.
Le Journal d'Egypte (U. S. 15)	1935	MD—French	7,000	8	43 x 58 cm.	French-speaking Europeans.
Kairon (U. S. 15)	1873	ED—Greek	3,500	4	60 x 45 cm.	General Greek public.
Al Misri (U. S. 15)	1935	MD—Arabic	30,000	12	43 x 59 cm.	General Egyptian public.
Al Mokattam (U.S. 15)	1888	ED—Arabic	15,000	12	44 x 60 cm.	General European public.
La Patrie	1935	ED—French	3,000	8	56 x 40	French reading public.
Phos (U.S. 15)	1901	MD*—Greek	5-6,000	6	62 x 44	Greek community.
Al Wafd-El-Masri (U.S.15)	1938	ED*—Arabic	15,000	12	43 x 59 cm.	Organ of the Wafd Party.
Okler Sa'a (US15)	.....	.....	.....	....	.....	.....

PORT SAID

La Tribune	1932	ED—French	1,500	4	56 x 40 cm.	French reading public.

ETHIOPIA

ADDIS ABABA

Corriere dell' Impero	....	Italian	.....	....	.....	Political.

HARRAR

Corriere Harrarino	....	Italian	.....	....	.....	Political.

ERITREA

ASMARA

Corriere Eritreo	....	Italian	.....	....	.....	Political.

TRIPOLITANIA

TRIPOLI

Avvenire di Tripoli	....	Italian	.....	....	.....	Political.

BENGAS

Corriere di Bengas	....	Italian	.....	....	.....	Political.

ITALIAN SOMALILAND

MOGADISCIO

Somalia Fascista	....	Italian	.....	....	.....	Political.

TUNIS

La Depeche Tunisienne (U. S. 15)	....	D—French	40,000	....	.....	.....
Le Petit Matin (U. S. 15)	....	D—French	20,000	....	.....	.....

MOROCCO

CASABLANCA

Le Petit Marocain (U. S. 15)	1920	MD—French	.....	10-16	17 x 24½"	European & educated natives.
Le Soir Marocain	1929	ED—French	12,000	8	17½ x 23½"	European public.
La Vie Marocaine (U. S. 15)	1997	ED—French	.....	10-16	17 x 25½"	European & educated natives.

FEZ

Courrier du Maroc (U. S. 15)	1929	MD—French	.....	4-8	17 x 24½"	Europeans & educated natives.

RABAT

L'Echo du Maroc (U. S. 15)	1912	MD—French	.....	6-8	17 x 24½"	Europeans & educated natives.

(Continued on page 252)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 251)

UNION OF SOUTH AFRICA

(Circulation figures withheld by Newspaper Press Union of South Africa)

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
BLOEMFONTEIN						
The Friend (U. S. 4)	1850	MD—English		12	21½ x 14⅞"	All classes.
Die Volksblad (U. S. 6)	1914	MD-exS—Afrikaans		8	22 x 16"	Afrikaan-speaking.
BULAWAYO						
Bulawayo Chronicle Daily (U. S. 4)		D			20 x 2—	
CAPETOWN						
Cape Argus (U. S. 4)	1857	ED—English		20-24	20½ x 16"	All classes.
Cape Times (U. S. 6)	1876	MD-exS—English		12-24	25 x 18"	
Die Burger (U. S. 6)	1914	MD-exS—Afrikaans		10	16¼ x 24"	Afrikaans.
Die Suiderstem	1936	ED—Afrikaans	10,000	10-12	24 x 17½"	Mainly Fusion Party.
DURBAN						
Daily News & Natal Advertiser (U. S. 4)	1880	ED-M to F—Eng.		18	21 x 17⅛"	All classes.
Natal Mercury (U. S. 6)	1852	MD-exS—English		20	27½ x 20⅝"	All classes.
Daily Tribune	1937	MD—English		20-24	21 x 15½"	English-speaking.
EAST LONDON						
Daily Dispatch (U. S. 4)	1872	MD—English		16	24½ x 17"	All classes.
JOHANNESBURG						
Rand Daily Mail (U.S. 6)	1902	MD-exS—English		14	17 x 24½"	English-speaking.
Star (U. S. 4)	1886	ED-exS—English		16-24	23 x 17½"	English-speaking.
Die Vaderland (U.S. 6)	1910	ED		12-18	20 x 15"	Middle class.
Die Transvaler (U.S. 6)		D-exS—Afrikaans				Afrikaans.
Daily Express	1937	ED-exS—English		20-24	21½ x 15½"	All classes.
Sunday Express	1933	(Sun.) English		40	20½ x 15½"	All classes.
KIMBERLEY						
Diamond Fields Advertiser (U. S. 4)	1878	MD—English		8	20 x 15¼"	All classes.
PIETERMARITZBURG						
Natal Witness (U. S. 4)	1846	MD—English		20	24½ x 17½"	All classes.
PRETORIA						
De Volkstem (U.S. 6)	1873	ED—Afrikaans		4		Dutch-speaking.
News (U. S. 4)	1898	ED—English		20	22 x 14⅞"	All classes.
PORT ELIZABETH						
Eastern Province Herald (U. S. 4)		MD-ex—English			21 x 15¼"	General.
Die Oesterlig (U.S. 6)						
QUEENSTOWN						
Daily Representative (U. S. 4)		ED—English			20 x 15½"	General.

RHODESIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
BULAWAYO						
Bulawayo Chronicle (U. S. 4)	1893	MD-exS—English			15½ x 20"	All classes.
SALISBURY						
Rhodesia Herald (U. S. 4)	1891	MD-exS—English			15½ x 20"	All classes.

MOROCCO

TANGIER

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
La Depeche Marocaine	1905	ED—French	500 R	4	60 x 90 cm.	General.
Heraldo de Marruecos	1924	MD—Spanish	500	4	106 x 88 cm.	General.
El Porvenir	1900	ED—Spanish	500	4	50 x 38 cm.	General.

AUSTRALIA

(Compiled especially for EDITOR & PUBLISHER by Newspaper News, Sydney, Australia. Underlined circulation figures represent audited figures either by ABC or independent audit and those not underlined are publishers' own statements.)

NEW SOUTH WALES

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
ALBURY						
Border Morning Mail	1888	MD—English		6-12	22½ x 17¼"	General.
BATHURST						
Bathurst National Advocate	1888	MD—English	3,376	6	22 x 16"	General.
Western Times	1858	MD—English	3,004	6-8	20 x 15¾"	General.
BROKEN HILL						
Barrier Daily Truth	1900	MD—English	7,000	6-10	20 x 17¼"	General.
Barrier Miner	1888	ED—English	5,052	4-8	23½ x 17¾"	General.
CANBERRA (Federal Capital)						
Canberra Times	1926	MD—English		6	20 x 15½"	General.
COOTAMUNDRA						
Cootamundra Daily Herald	1877	ED—English		4-8	20 x 15¾"	Rural & General.
CASINO						
Richmond River Express	1870	ED—English	2,000	4-6	22 x 18"	Rural.
GOULBURN						
Goulburn Evening Penny Post	1870	ED—English	6,000	8-10	22 x 16"	General.
GRAFTON						
Daily Examiner	1859	MD—English	4,569	8-12	22 x 16¼"	General & Rural.
LISMORE						
Northern Star	1876	MD—English	8,770	12-20	22½ x 17"	General & Rural.
MURWILLUMBAH						
Tweed Daily	1888	MD—English	2,500	8	22 x 16"	General & Rural.
NEWCASTLE						
Newcastle Morning Herald	1858	MD—English	31,136	12-28	22 x 17½"	General.
Newcastle Sun	1918	ED—English	18,181	10-22	22 x 17½"	General.
SYDNEY						
Daily Commercial News & Shipping List	1892	MD—English		8	18" x 16"	Commercial
Daily Telegraph	1879	MD—English	200,000	16	22½ x 15¾"	General
Sun	1910	ED—English	230,000	10-52	22 x 17"	General.
Sydney Morning Herald	1831	MD—English	240,958	26	24¼ x 19½"	General.
Daily News	1922	MD—English		14	22 x 17¼"	
TAMWORTH						
Northern Daily Leader	1871	MD—English	10,810	12	24 x 15¾"	General & Rural.
WAGGA WAGGA						
Daily Advertiser	1868	MD—English	9,000	8-12	23 x 17½"	General & Rural.
WEST MAITLAND						
Maitland Daily Mercury	1843	ED—English	6,000	8-16	21 x 17½"	General.

(Continued on page 253)

SOUTH AFRICA
PRETORIA—TRANSVAAL

80 per cent of the Europeans in the Transvaal speak Afrikaans. Founded in 1873, "Die Volkstem" is the oldest Afrikaans-language newspaper in the Union of South Africa.

"Die Volkstem" is published in the Capital city of Pretoria and caters to a city readership but its rural circulation throughout the Transvaal and Orange Free State is of greatest importance to the advertiser. In hundreds and hundreds of fine old families it is the only newspaper in the mother tongue that is read.

An example of its pulling power: One of the leading building supply houses of South Africa placed a nine-inch single column advertisement in reader type entitled "Building for Farmers." 468 replies were received to the first insertion!

•

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TRANSVAAL

The Star (Johannesburg).
Pretoria News.
S.A. Mining and Engineering Journal.
Gold Fields News (Barberton).
New Klerksdorp Record.
Potchefstroom Herald.
Die Westelike Stem (Potchefstroom).
The United Transvaal Directory.
South African Mining Year Book.
Rhodesian Mining Year Book.

NATAL

Natal Daily News (Durban).
Natal Daily News (Durban) Week-end edition.
Woman's Journal (Durban).
The Natal Witness (Maritzburg).

ORANGE FREE STATE

Friend (Bloemfontein).

RHODESIA

Bulawayo Chronicle.
Rhodesia Herald (Salisbury).
Sunday Mail (Salisbury).
Sunday News (Bulawayo).
Umtali Advertiser.
Directory of Rhodesia.
Rhodesian Annual.

CAPE PROVINCE

The Cape Argus (Cape Town).
The Week-End Argus (Cape Town).
East London Dispatch.
Eastern Province Herald (Port Elizabeth).
Queenstown Representative.
Midland News (Cradock).
Diamond Fields Advertiser (Kimberley).
Die Afrikaner (Cradock).
East London & Frontier Directory.
Week-End News (Port Elizabeth).

PORTUGUESE EAST AFRICA

Lourenco Marques Guardian.

NATIVE PUBLICATIONS

Bantu Mirror (Bulawayo).
Bantu World (Johannesburg).
Ilanga Lase Natal (Durban).
Imvo Zabantsundu (Kingwilliamstown).
Mochochonono (Maseru, Basutoland).
Um. Afrika (Klerksdorp).
Umthunywa (Umtali).

NATIONAL MEDIA

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The Homestead.
The Outspan.

American Office
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INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 252*)

AUSTRALIA—Continued

VICTORIA

BALLARAT

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Ballarat Courier	1867	MD—English	9,723	12-20	23 x 15"	General.
Ballarat Mail	1894	ED—English	.....	4	24 x 18"	General.

BENDIGO

Bendigo Advertiser	1852	MD—English	.....	10-16	22½ x 15¼"	General and Rural

CASTLEMAINE

Castlemaine Mail	1854	MD—English	2,500	4-6	22 x 18½"	General and Rural.

ECHUCA

Riverine Herald	1863	MD—English	1,000	4	22½ x 18"	Rural.

GEELONG

Geelong Advertiser	1840	MD—English	.....	12	20½ x 17½"	General.

MELBOURNE

Age	1854	MD—English	97,268	16-36	24 x 17"	General.
Argus	1846	MD—English	104,900	18-40	24 x 17½"	General.
Daily Commercial News Shipping List	1898	MD—English	2,500	8	22 x 17½"	Commercial.
Herald	1840	ED—English	220,000	30	22 x 17½"	General.
Sun News-Pictorial	1922	MD—English	246,796	44	15 x 10¼"	General.

MILDURA

Sunraysia Daily	1920	MD—English	.....	8-16	22 x 15½"	General and Rural.

WARRNAMBOOL

Warrnambool Standard	1872	MD—English	4,000	8-12	22½ x 15¾"	General and Rural

QUEENSLAND

BRISBANE

Courier-Mail	1933	MD—English	77,350	20-36	22 x 17½"	General.
Daily Commercial News and Shipping List	1926	MD—English	.....	8	18½ x 13¼"	Commercial.
Telegraph (U.S. 23)	1872	ED—English	63,510	24-32	22½ x 17¼"	General.

BUNDABERG

Bundaberg Daily News & Mail	1870	MD—English	4,595	8-16	22 x 15"	General.

CAIRNS

Cairns Post	1882	MD—English	9,048	12-16	22 x 17½"	General.

CHARTERS TOWERS

Northern Miner	....	MD—English	2,300	4-6	22½ x 15¾"	General and Rural.

IPSWICH

Queensland Times	1859	MD—English	8,724	10-14	22 x 15"	General.

MACKAY

Mackay Daily Mercury	1866	MD—English	5,500	12-14	23 x 16"	General and Rural

MARYBOROUGH

Maryborough Chronicle	1860	MD—English	.....	10-12	23½ x 15¼"	Industrial and Rural.

ROCKHAMPTON

Rockhampton Bulletin	1861	MD—English	9,200	16	21½ x 17½"	General.
Evening News	1868	ED—English	.....	12	17 x 11"	General.

TOOWOOMBA

Toowoomba Chronicle	1861	MD—English	13,836	10-12	24 x 18"	General.

TOWNSVILLE

Townsville Daily Bulletin	1881	MD—English	13,000	12-16	24 x 17½"	General.
Townsville Star	1900	ED—English	.....	6	20 x 15¾"	General.

WARWICK

Warwick Daily News	1865	MD—English	3,159	8-10	22 x 16"	General.

SOUTH AUSTRALIA

ADELAIDE

Advertiser (U.S. 6)	1857	MD—English	104,682	18-40	22 x 17¼"	General.
Daily Commercial News and Shipping List	1910	MD—English	.....	8	18¼ x 13½"	Commercial.
News	1923	ED—English	42,000	14	22 x 17¼"	General.

PORT PIRIE

Recorder	1898	MD—English	2,600	4	23 x 18"	General.

WEST AUSTRALIA

KALGOORLIE

Kalgoorlie Miner	1895	MD—English	10,245	8	22 x 15¼"	General and Mining

PERTH

Daily Commercial News and Shipping List	1928	MD—English	.....	6	18½ x 13¼"	Commercial.
Daily News	1840	ED—English	30,184	20	17 x 10½"	General.
West Australian	1833	MD—English	72,332	14-34	24½ x 17¼"	General

TASMANIA

BURNIE

Burnie Advocate	1890	MD—English	8,517	10-16	23½ x 17½"	General.

HOBART

Mercury	1854	MD—English	22,379	14	24 x 17½"	General.

LAUNCESTON

Examiner	1842	MD—English	.....	12	23½ x 19"	General.

NEW ZEALAND

ASHBURTON

Ashburton Guardian	1886	ED—English	3,000	8-12	22 x 15¼"	General and Rural.

AUCKLAND

Auckland Star	1869	ED—English	61,000	24	22 x 17¼"	General.
New Zealand Herald	1863	MD—English	75,000	18-48	24" x 17¼"	General.

BLENHEIM

Marlborough Express	1866	ED—English	3,620	8-12	22 x 17"	General.

CARTERTON

Wairarapa Daily News	1909	ED—English	.....	8	20 x 13"	Rural.

CHRISTCHURCH

Christchurch Star-Sun	1868	ED—English	34,033	14-48	22 x 18"	General and Commercial.
Press	1861	MD—English	35,241	20	24 x 18"	General.

NEW ZEALAND—Continued

DANNEVIRKE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Size	Appeal
Dannevirke Evening News	1909	ED—English	.....	8-12	22 x 16"	Rural.

DARGAVILLE

North Auckland Times	1883	ED—English	1,250	6	22 x 15"	General, Rural, Commercial.

DUNEDIN

Evening Star	1863	ED—English	20,000	18	22 x 17¼"	General.
Otago Daily Times	1861	MD—English	22,630	12-28	24 x 18"	General.

EKETAHUNA

Express	1890	ED—English	.....	4	20 x 15"	Rural.

ELTHAM

Argus	1879	ED—English	.....	4	20 x 15"	Rural.

FEILDING

Feilding Star		ED—English	1,000	8	21 x 15¼"	General and Rural

GISBORNE

Poverty Bay Herald	1874	ED—English	6,527	14	22 x 17½"	General and Rural

GORE

Mataura Ensign	1878	ED—English	2,600	8	23 x 17¼"	General and Rural.

GREYMOUTH

Greymouth Evening Star	1865	ED—English	.....	12-16	22 x 15"	Rural.
Grey River Argus	1865	MD—English	5,140	12	22½ x 15¾"	Rural

HAMILTON

Waikato Times	1872	ED—English	8,000	14-24	23½ x 18"	Commercial and Rural.

HASTINGS

Hawkes Bay Daily Mail	1938	MD—English	7,600	14-18	23 x 15"	General.
Hawkes Bay Herald Tribune	1857	ED—English	7,000	12-20	21 x 17½"	General and Rural.

HAWERA

Hawera Star	1880	ED—English	3,000	10-14	22 x 15¾"	Rural.

HOKITIKA

Hokitika Guardian & Evening Star	1865	ED—English	1,250	8	22 x 15"	Rural.

INVERCARGILL

Southland Daily News	1861	ED—English	9,460	12-24	22 x 17¼"	General.
Southland Times	1862	MD—English	10,040	12-24	24 x 17¼"	General.

LEVIN

Levin Daily Chronicle	1893	ED—English	1,250	8	20 x 13"	Rural.

MARTON

Rangitikei Advocate	1872	ED—English	.....	8	21½ x 17¼"	Rural.

MASTERTON

Wairarapa Times—Age	1838	ED—English	3,500	10-14	22 x 15"	General.

NAPIER

Daily Telegraph	1871	ED—English	7,800	16	22 x 17"	General.

NELSON

Nelson Evening Mail	1868	ED—English	.....	10-16	22 x 17¼"	Rural.

NEW PLYMOUTH

Taranaki Daily News	1857	MD—English	11,500	16-24	24 x 17½"	General and Rural.
Taranaki Herald	1852	ED—English	7,000	12-24	22 x 17¼"	General, Commercial, Rural.

OAMARU

Oamaru Mail	1876	ED—English	3,000	12-16	22 x 15½"	General.

OPOTIKI

Opotiki News	1938	ED—English	1,121	4	18 x 13½"	General.

PAHIATUA

Pahiatua Herald	1896	ED—English	1,539	8	20 x 12½"	General and Rural

PALMERSTON NORTH

Manawatu Evening Standard	1880	ED—English	7,500	12-20	22½ x 17¼"	General and Rural.
Times	1875	MD—English	.....	16-20	22 x 17¼"	Rural.

REEFTON

Inangahua Herald	....	MD—English	.....	....	.....	Rural.

ROTORUA

Rotorua Morning Post	1931	MD—English	2,500	8	22 x 13"	General.

TAUMARUNUI

Taumarunui Press	1906	ED—English	800	8	21 x 18"	Rural.

TAURANGA

Bay of Plenty Times	1872	ED—English	1,200	8	20 x 13"	General.

THAMES

Thames Star	1868	ED—English	.....	4	23 x 15"	Rural.

TIMARU

Timaru Herald	1864	MD—English	7,800	16-24	23¼ x 17½"	General.

WAIMATE

Daily Advertiser	1898	ED—English	1,500	8	20 x 13½"	Rural.

WAIPUKURAU

Press	1905	.....	.....	8	.....	Rural.

WANGANUI

Wanganui Chronicle	1856	MD—English	6,000	12-16	22 x 17½"	Rural.
Wanganui Herald	1863	ED—English	6,000	12-18	23½ x 17¼"	General.

WELLINGTON

Dominion	1907	MD—English	35,017	14-28	23 x 18"	General.
Evening Post	1865	ED—English	42,651	18-32	24 x 17½"	General.

WESTPORT

Times & Evening Star	1866	ED—English	.....	8	22 x 15"	Rural.
Westport News	1873	MD—English	2,500	8	22 x 13½"	General.

WHAKATANE

Bay of Plenty Beacon	1939	MD—English	1,200	8	20 x 14"	General and Rural.

WHANGAREI

Northern Advocate	1875	ED—English	4,000	10-16	22 x 15½"	General.

INDEX TO 1940 INTERNATIONAL YEAR BOOK CONTENTS

A

ABC Newspaper Circulation Analysis 129-145
Accounting—
Books on 180
Advertising Agencies—
Chief Executives of 162-179
of Canada 178-179
of United States 162-178
Recognized by American Newspaper Publishers Association 162-179
Recognized by Local Publishers 162-179
Recognized by Southern Newspaper Publishers Association 162-179
Recommended for Recognition by Agricultural Publishers Association 162-179
Space Buyers of 162-179
Advertising—
Art Services 34
Associations and Clubs 186
Books on 180
Managers Canadian Newspapers 101-104
Managers U. S. Newspapers. 12-101
Rates, Newspapers of Channel Islands 223
Rates, Newspapers of England 221-222
Adventures and Reminiscences, Books on 182
Rates, Newspapers of Ireland 223
Rates, Newspapers of Scotland 223
Rates, Newspapers of Wales. 223
Rates, U. S. Foreign Language Newspapers 193-194
Rates, U. S. Daily Newspapers 12-101
Rates, Canadian Newspapers.101-104
Ready Reckoner 110
Special Representatives of Newspapers, Canada 109
Special Representatives of Newspapers, U. S.....106-109
Special Representatives of Foreign Newspapers.....226, 237
Africa, Newspapers 251
Alabama Newspapers 12
Alaska Newspapers 100
Alberta Newspapers 101
American Journalism—
Books on 180
American Newspapers 12-101
Argentine Newspapers 228-230
Algeria, Newspapers of 251
Arizona Newspapers 13
Arkansas Newspapers 13-14
Asia, Newspapers of 248-251
Associate Editors, U. S. and Canadian Newspapers 198-219
Associations—
Advertising—U. S. 186
British 224
Newspapers—U. S. and Canada 187-188
Press 187-188
Publishers—U. S. and Canada 187-188
Audit, Bureau of Circulations, Newspaper Analysis 129-145
Australian Newspapers 252-253
Austrian Newspapers 242
Automotive Editors—U. S. and Canada 198-219

Books on Autobiography and Biography 180
Aviation Editors—U. S. and Canada 198-219
Azores Newspapers 247

B

Barbados Newspapers 242
Basic Facts on Newspapers ... 111
Belgian Newspapers 242
Bermuda Newspapers 242
Bolivian Newspapers 230-231
Book Critics—U. S. and Canada 198-219
Books on—
Accounting 180
Adventure 182
Advertising Art and Layout 180
Advertising 180
Advertising Copy 180
Advertising History and Biography 180
Advertising Psychology 181
Advertising Specialties 181
Agricultural Journalism 181
American Journalism 180
American Magazines, Histories 182
Autobiography and Biography 180
British Journalism 182
Business Office Technique .. 180
Cartoons 180
Censorship 181
Circulation 180
Classified Advertising 180
Collections of News Stories.. 180
Copyreading 180
Country Weeklies 181
Editorial Collections 180
Editorial Department Technique 180
Feature Writing 180
Fiction, Newspaper 182
Foreign Journalism 182
Foreign Language Press 182
Freedom of the Press 181
French Journalism 182
General Books on Newspapers 180-182
German Journalism 182
Headline Writing 180
Histories of Individual Newspapers 180
House Organs 181
Industrial Journalism 182
Influence of the Press 181
Journalism as a Profession ..181-182
Journalistic History 180
Law of the Press 181
Libel 181
Magazine Article Writing ... 182
Magazine Making 182
Negro Press 182
Newspaper Ethics 181
Newspaper Fiction 182
Newspaper Libraries 180
Newspaper Making 180
News Writing 180
Opportunities in Journalism 182
Photography 180
Plays 182
Poetry 182
Printing and Engraving 180
Publicity and Propaganda .. 181
Radio and the Press 181
Religious Journalism 182

Reporting and Writing News 180
Special Writing 180
War and Foreign Correspondence 182
Women in Journalism 182
Brazilian Newspapers 231-232
British—
Advertising Associations and Clubs 224
Associations of Journalists.. 224
British Columbia Newspapers of 101
Newspapers 221-223
Newspaper Associations 224
Bulgarian Newspapers 242
Business Managers—
Canadian Newspapers 101-104
U. S. Newspapers 12-101
Business Office Technique, Books on 180

C

California Newspapers 14-19
Canada—
A. B. C. Analysis of Circulation 145
Advertising Agencies 178-179
Newspapers of 101-104
Newspaper and Job Mechanical Superintendents 101-104
Newspaper Rates 101-104
Newspaper Business Managers 101-104
Newspaper Advertising Managers 101-104
Newspaper Circulation Managers 101-104
Newspaper City Editors 101-104
Newspaper Classified Advertising Managers 101-104
Newspaper Editors 101-104
Newspaper General Managers 101-104
Newspaper Job Department.101-104
Newspaper Mechanical Superintendents 101-104
Newspaper Merchandising Papers 193
Newspaper Publishers 101-104
Newspaper Sports Editors ..101-104
Newspaper Sunday Editors .101-104
Ready Reckoner, Newspaper 110
Rates and Circulations ...101-104
Rotogravure Sections 190
Carrier Publications 117
Canons of Journalism 67
Cartoonists, U. S. and Canada.198-219
Cartoons, Books on 180
Censorship, Books on 181
Chain Newspapers, U. S. and Canada 111
Channel Islands, Newspapers of 223
Chief Editorial Writers, U. S. and Canada 198-219
Chilean Newspapers 232-233
Chinese Newspapers 249
Circulation—
British Newspapers 221-223
U. S. Newspapers, English Language 12-101
U. S. Foreign Language Newspapers 194-195
Circulation Managers—
Canadian Newspapers 101-104
U. S. Daily Newspapers.... 12-101
Circulation, Books on 180

City Editors—
Canadian Newspapers 101-104
U. S. Newspapers 12-101
Classified Advertising Managers—
Canadian Newspapers 101-104
U. S. Newspapers 12-101
Clubs—
British Advertising 224
Newspaper, U. S. 187-188
Press, U. S. 187-188
Codes, Journalistic 67, 188, 193
Collection of News Stories, Books on 180
Colombian Newspapers 233-234
Colorado Newspapers 19-20
Color Printing Companies.... 160
Color Magazine and Comic Sections 146-147
Columnists, U. S. and Canada Newspapers 198-219
Commonwealth of the Philippines 100
Composition of Printer's Metals 193
Connecticut Newspapers 20-22
Cooking Schools 158
Copyreading, Books on..... 180
Country Weeklies, Books on... 181
Court and Commercial Newspapers 59
Cut Services 34
Correspondents—
Foreign Newspapers in U. S. 68
Out-of-town Newspapers in New York 109
Washington 126-128
"Creed, Journalists," by Walter Williams 188
Cuban Newspapers 234-235

D

Danish Newspapers 242
Delaware Newspapers 22
Daily Newspapers—
Canada 101-104
City Editors—U. S. 12-101
Departmental Editors 198-219
Editors—U. S. 12-101
Foreign Countries 225-253
Great Britain 221-223
General Managers—U. S.... 12-101
Managing Editors 12-101
Publishers 12-101
Special Advertising Representatives 106-109
Sports Editors—U. S. 12-101
District of Columbia Newspapers 22
Dominican Newspapers 235-236

E

Ecuador Newspapers 236
Editorials, (Book) Collection of 180
Editorial Department Technique, Books on 180
Editorial Writers—U. S. and Canada 198-219
Editors—Canadian Newspapers.101-104
Editors—U. S. 12-101
Editor & Publisher Promotion Awards 34
Egypt, Newspapers of 251
English Newspaper Advertising Rates 221-223
English Newspaper Advertising Representatives 109
English Newspaper Circulations 221-223
European Newspapers 242-248

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INDEX TO 1940 INTERNATIONAL YEAR BOOK CONTENTS

Ethics, Newspaper, Books on.. 181
Evening Newspaper Advertising Rates, U. S. and Canada. 12-104
Executive Personnel, U. S. Daily Newspapers 12-101
Executive Personnel, Canadian Newspapers 101-104

F

Feature Writing—
Books on 180
Feature Syndicates 150-160
Fiction, Books of 182
Financial Editors, U. S. and Canada 198-219
Finnish Newspapers 243
Florida Newspapers 24-26
Foreign Daily Newspapers—
Alberta 101
Africa 251-252
Algeria 251
Antipodes 252-253
Argentina 228-230
Asia 248-251
Australia 252-253
Austria 242
Azores Islands 247
Bahamas 242
Barbados 242
Belgian 242
Belgian Congo 251
Bermuda 242
Bolivia 230-231
Brazil 231-232
British East Africa — West Africa 251
British Columbia 101
British Honduras 242
British Malaya 250
British West Indies 242
Bulgaria 242
Ceylon 248
Channel Islands 223
Chile 232-233
China 249
Chosen 250
Colombia 233-234
Costa Rica 234
Cuba 234-235
Curacao 242
Cyprus 251
Czecho-Slovakia 242
Danzig 243
Denmark 242
Dominican Republic 235-236
Dutch East Indies 250
Ecuador 236
Egypt 251
El Salvador 236
England 221-223
Eritrea 251
Estonia 243
Ethiopia 251
Europe 242-248
Finland 243
France 243-244
French Indo-China 248
French West Africa 251
Germany 244
Gibraltar 244
Great Britain 221-223
Greece 244-245
Grenada 242
Guatemala 237
Haiti 237
Honduras 237
Hungary 245
India 248
Iran 250
Iraq 250
Ireland 223
Italian Somaliland 251
Italy 245
Jamaica 242
Japan 249-250
Java 250
Jugoslavia 248
Korea 250
Latvia 245
Lithuania 245
Libya 251
Madeira 247
Manchukuo 250
Manitoba 101
Martinique 242
Mexico 237-239
Morocco 251
Netherlands 245-246
New South Wales 253
New Zealand 253
New Brunswick 101
Newfoundland 104
Nicaragua 239
Norway 246
Nova Scotia 101
Ontario 102-103
Palestine 250
Panama 239
Paraguay 239
Peru 239-240
Poland 246
Portugal 246
Prince Edward Island..... 103
Puerto Rico 240
Quebec 103-104
Queensland 253
Rhodesia 252
Roumania 247
Salvador 236
Saskatchewan 104
Scotland 223
Siam (Thailand) 249
South Australia 252
Soviet Union 247
Spain 247
St. John's, Antigua 242
St. Vincent 242
Sweden 247
Straits Settlements 250
Switzerland 247-248
Sumatra 249
Syria 251
Tasmania 253
Trinidad 242
Tripolitania 251
Tunisia 251
Turkey 248
Uruguay 240-241
Union of South Africa..... 252
Venezuela 241
Victoria 252
Wales 223
Western Australia 253
West Indies 242
Yugoslavia 248
Foreign Journalism, Books on. 182
Foreign Language Dailies, U.S.194-195
Foreign Language Press, Books on 182
Foreign—
Correspondents in U. S..... 68
Newspapers 225-253
Freedom of the Press, Books on 181
Foreword 11
French Journalism, Books on.. 182
French Newspapers 243-244

G

General Managers—
Canadian Newspapers 101-104
U. S. Newspapers 12-101
U. S. Foreign Language Newspapers 194-195
Georgia Newspapers 26-28
German Journalism, Books on. 182
German Newspapers 244
Gravure Editors, U. S. and Canadian Newspapers 198-219
Gravure Newspapers 190
Great Britain—
Advertising Associations and Clubs 224
Journalistic Associations 224
Newspapers of 221-223
Newspaper Associations 224
Grecian Newspapers 244-245
Gridiron Club, Members of... 40
Group Newspapers 111
Guilds, Newspaper, U. S..... 112

H

Haiti, Newspapers of 237
Harding, Warren G., Journalistic Code 193
Hawaii, Newspapers of 28
Headline Writing, Books on.. 180
Histories, American Journalism 180
House Organs, Books on..... 181

I

Idaho Newspapers 28
Illinois Newspapers 28-32
Influence of the Press, Books on 181
Indiana Newspapers 34-37
Industrial Journalism, Books on 182
International Advertising Representatives 226
International Directory of Newspapers 225
Iowa Newspapers 38-39
Ireland—
Newspapers of 223
Italian Newspapers 245

J

Japanese Newspapers 249-250
Java, Newspapers of 250
Job Departments—
Superintendents, Canadian Newspapers 101-104
Superintendents, U. S. Newspapers 12-101
Journalism—
Canons of 67
Profession, Books on 181
History, Books on 180
Pulitzer Prize Awards (1936) 8
Schools, U. S. 183-185
Jugoslav Newspapers 248

K

Kansas Newspapers 39-41
Kentucky Newspapers 41-42
Key to Special Representatives 12-104
Key to Personnel Pages..... 12
Key to Rates 12
Key to Circulations 12

L

Labor Wage Scales 118-122
Latin-American Newspapers ..226-242
Latvian Newspapers 245
Law and Libel, Books on..... 181
Legal Decisions of 1939.....196-197
Libraries, Books on 180
Librarians, U. S. and Canadian Newspapers 198-219
Linage, Advertising in U. S. Newspapers, 1931-1939 123-124
Lithuanian Newspapers 245
Local Advertising Rates, U. S. and Canada 12-104
Louisiana Newspapers 42

M

Madeira Newspapers 247
Maine Newspapers 44
Managers—
Advertising, U. S. Daily Newspapers 12-101
Circulation, U. S. Daily Newspapers 12-101
Classified Advertising, U. S. Daily Newspapers 12-101
Managing Editors—
Canadian Newspapers 101-104
U. S. Newspapers 12-104
Manitoba Newspapers 101
Manuals of Newspaper Work..180-182
Maryland Newspapers 44
Massachusetts Newspapers ... 44-47
Mat Services 34
Measures (type), Newspapers. 179
Mechanical Superintendents—
Canadian Newspapers 101-104
U. S. Newspapers 12-104
Mechanical Department, Wage Scales 118-122
Merchandising Services Operated by Newspapers..... 12-104
Mexican Newspapers 237-239
Michigan Newspapers 47-50
Minnesota Newspapers 50-52
Minimum Local Advertising Rates, Newspapers, U. S. and Canada 12-104
Milline Rates 111
Minimum National Advertising Rates, Newspapers, U. S. and Canada 12-104
Mississippi Newspapers 52-53
Missouri Newspapers 53-54
Montana Newspapers 54-56
Morning Newspapers, U. S. and Canada 12-104
Morocco Newspapers 251
Motion Picture Critics, U. S. and Canada 198-219
Music Critics, U. S. and Canada 198-219

N

Nebraska Newspapers 56-57
Negro Newspapers, U. S.....189-190
Negro Press, Book on..... 182
Nevada Newspapers 57
New Brunswick Newspapers.. 101
New Hampshire Newspapers.. 57
New Jersey Newspapers..... 57-58
New Mexico Newspapers..... 59-60
Newspapers—
A.B.C. Analysis of.....129-145
Advertising Representatives, U. S. 106-109
Advertising Representatives, Canada 109
Advertising Linage, 23 Cities, U. S. 1931-1939 123-124
Alabama 12
Alaska 100

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INDEX TO 1940 INTERNATIONAL YEAR BOOK CONTENTS

Alberta 101
Arizona 13
Arkansas 13-14
Associations 187-188
British 221-223
British Columbia 101
California 14-19
Canada 101-104
Colorado 19-20
Connecticut 20-22
Correspondents, Washington.126-128
Correspondents, Foreign in U. S. 68
Correspondents in New York 109
Cuba 234-235
Editors, U. S. 12-101
Delaware 22
District of Columbia 22
England 221-223
Florida 24-26
Foreign Correspondents, U. S. 68
Foreign Language, U. S.....194-195
General Managers 12-104
Georgia 26-28
Group Newspapers 111
Guilds 112
Hawaii 28
Idaho 28
Illinois 28-32
Indiana 34-37
Iowa 38-39
Ireland 223
Issued in Tabloid Form..... 193
Kansas 39-41
Kentucky 41-42
Louisiana 42
Linage, U. S., 23 Cities, 1931-1939 123-124
Maine 44
Manitoba 101
Maryland 44
Massachusetts 44-47
Mechanical Superintendents. 12-104
Michigan 47-50
Minnesota 50-52
Mississippi 52-53
Missouri 53-54
Montana 54-56
Nebraska 56-57
Negro, U. S. 189-190
Netherlands 245-246
Nevada 57
New Brunswick 101
New Hampshire 57
New Jersey 57-58
New Mexico 59-60
New York 60-64
North Carolina 64-67
North Dakota 67
Norwegian 246
Nova Scotia 101
Ohio 68-74
Offering Merchandise Co-operation 191-193
Oklahoma 74-77
Ontario 102-103
Operating Radio Stations...148-149
Oregon 77-78
Pennsylvania 78-86
Philippines, Commonwealth of 100
Prince Edward Island..... 103
Puerto Rico 240
Quebec 103-104
Radio Affiliations 148-149
Ready Reckoner, Rates and Circulation 110
Rhode Island 86
Rotogravure Editors 198-219
Rotogravure Sections 190
Saskatchewan 104
Scotland 223
South Carolina 86-88
South Dakota 88
Special Advertising Representatives 106-109
Sports Editors 12-104
Summary Rates and Circulations 110
Tabloids 193
Tennessee 88-89
Texas 89-94
Utah 94
Vermont 94
Virginia 95
Wales 223
Washington 96
West Virginia 97
Wisconsin 98-100
Wyoming 100
New Brunswick Newspapers.. 101
Newspaper Making, Books on.180-182
Newspaper Measures 179
Newspapers Operating a Merchandising Service 191-193
News Photographers Assn., White House 109
Newsprint Mills of North America 197
News Writing, Books on..... 180
Newfoundland 104
New Jersey Newspapers..... 57-58
New York Newspapers..... 60-64
New Zealand Newspapers..... 253
North Carolina Newspapers... 64-67
North Dakota Newspapers.... 67
Nova Scotia Newspapers..... 101

O

Ohio Newspapers 68-74
Oklahoma Newspapers 74-77
Ontario Newspapers 102-103
Opportunities in Journalism, Oregon Newspapers 77-78

P

Palestine Newspapers 250
Paper Mills of North America 197
Paraguay Newspapers 239
Pennsylvania Newspapers 78-86
Personnel, Executive, U. S. Daily Newspapers 12-101
Peruvian Newspapers 239-240
Philippine Newspapers 100
Photographic Services 158-160
Photography, Books on..... 180
Plays, Newspaper 182
Portuguese Newspapers 246
Population—
British Cities 221-223
Canadian 101-104
U. S. Cities 12-101
Press Associations, U. S.....187-188
Press Clubs, U. S. 187-188
Press Gallery, U. S. Senate...126-128
Press Services 156-158
Prince Edward Island Newspapers 103
Principal Departmental Editors 198-219
Printing and Engraving, Books on 181
Promotion Awards, Editor & Publisher (1938) 34
Promotion Services 158
Publicity and Propaganda, Books on 181
Publishers—
Associations, U. S. 187-188
Canadian Daily Newspapers.101-104
U. S. Daily Newspapers..... 12-101
Publishing—
British Associations 224
Canadian Associations 187-188
U. S. Associations 187-188
Puerto Rican Newspapers..... 240
Pulitzer Journalistic Prize Awards 37

Q

Quebec Newspapers 103-104

R

Radio and the Press, Books on 182
Radio Editors, U. S. and Canadian Newspapers 198-219
Radio Stations 148-149
Rates, Newspapers 12-104
Ready Reckoner 110
Religious Journalism, Books on 182
Religious Syndicates and Services 158
Research Services 158
Rhode Island Newspapers..... 86
Rotogravure Editors 198-219
Rotogravure Sections 190
Roumanian Newspapers 247

S

Saskatchewan Newspapers 104
Schools—
of Journalism 183-185
Pulitzer School of Journalism Prize Awards 37
Scotland—
Newspapers of 223
Society Editors, U. S. and Canada 198-219
South Carolina Newspapers... 86-88
South African Newspapers.... 251
South American Newspapers..225-242
South Dakota Newspapers.... 88
Soviet Union Newspapers..... 247
Spanish Newspapers 247
Special Syndicate Services....150-160
Special—
Advertising Representatives, Canada 109
Advertising Representatives, U. S. 106-109
Writing, Books on 180
Straits Settlements Newspapers 250
Sumatra, Newspapers of..... 250
Sunday—
Newspapers, U. S. 12-101
Superintendents, Mechanical .. 12-104
Swedish Newspapers 247
Switzerland Newspapers 247-248
Syndicates, Address, Editors, Managers 150-160
Syrian Newspapers 251

T

Tabloid Newspapers 193
Tennessee Newspapers 88-89
Territory of Hawaii Newspapers 28
Texas Newspapers 89-94
Theatrical Critics 198-219
Trade Press Syndicates..... 160
Trinidad Newspapers 242
Turkish Newspapers 248

U

United States—
Advertising Agencies 162-178
Cities 12-101
City Editors 12-101
Clubs and Associations.....187-188
Foreign Language Newspapers 194-195
Foreign Newspaper Correspondents 68
Newspapers 12-101
Newspapers Offering Merchandising Co-operation ..191-193
Newspapers, Negro 189-190
Publishing Associations 187-188
Ready Reckoner Newspaper Rates and Circulation..... 110
Senate Press Gallery.....126-128
Special Newspaper Advertising Representatives 106-109
Tabloid Newspapers 193
Union of So. African Newspapers 251
Uruguay Newspapers 240-241
Utah Newspapers 94

V

Venezuela Newspapers 241
Vermont Newspapers 94
Virginia Newspapers 95

W

Wage Scales, Mechanical.....118-122
War Correspondence, Books on 182
Wales Newspapers 223
Washington Correspondents...126-128
Washington Newspapers 97
West Virginia Newspapers.... 97
White House News Photographers' Assn. 109
Wisconsin Newspapers 98-100
Women in Journalism, Books on 182
Women's Press Club of Washington, D. C. 193
Women's Page Editors.....198-219
Wyoming Newspapers 100

Y

Yugoslavian Newspapers 248

INDEX TO 1940 INTERNATIONAL YEAR BOOK ADVERTISEMENTS

ASSOCIATIONS

Air Transport Assn..... 85
American Road Builders' Assn.... 85
Anthracite Industries, Inc..... 85
Assn. of American Railroads..... 85
American Petroleum Institute.... 85
Distilled Spirits Institute, Inc..... 85
Edison Electric Institute..... 85

CIRCULATION BUILDERS

DePriest, Hudson & Associates.... 183
Leach, C. L..... 185
Publishers Service Co., Inc. 113, 114, 115, 116

COOKING SCHOOLS

Home Economics Service Corp... 158

EMPLOYMENT

Sigma Delta Chi..... 148

EQUIPMENT AND SUPPLIES

Burgess Cellulose Co..... 167
Cameron Machine Co..... 112
Certified Dry Mat Corp..... 6
Cline Electric Mfg. Co..... 3
Duplex Printing Press Co..... 2
Howard Flint Ink Co..... 9
General Electric Co..... 119
Goss Printing Press Co..... 255
R. Hoe & Co.....120, 121
J. M. Huber, Inc..... 259
Huebner Laboratories..... 104
Ludlow Typograph Co..... 5
Manhattan Rubber Co..... 29
Mohr Lino-Saw Co..... 117
Morley Button Mfg. Co..... 122
Geo. H. Morrill Co..... 4
New England Newspaper Supply Co. 118
Rapid Roller Co..... 163
Tingue, Brown & Co..... 135
Transparent Printing Corp..... 147
Vulcan Proofing Co..... 23
Wood Flong Corp..... 148
Wood Newspaper Machinery Corp. 10

FEATURE LEADERS

America's Future...Inside Back Cover
Catholic Information Society..... 160
Collyer's News Bureau..... 152
Continental News-Photo Service.. 158
Editors Press Service..... 150
Fox Feature Syndicate..... 161
Haskin Information Society..... 152
King Features Syndicate..... 157
Ledger Syndicate..... 155

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HUBER INKS

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INDEX TO 1940 INTERNATIONAL YEAR BOOK ADVERTISEMENTS

Lincoln Newspaper Features..... 154
Milians Newspaper Service..... 160
NEA Service, Inc..... 151
New York Herald Tribune Syndicate 153
Science Service 8
United Feature Syndicate..... 159

INSURANCE

Hickey-Mitchell Co..... 187

MAGAZINES

Newsboys' World..... 191

MAT MANUFACTURERS

Burgess Cellulose Co..... 167
Certified Dry Mat Corp..... 6
Morley Button Mfg. Co..... 122
Wood Flong Corp..... 148

NEGRO NEWSPAPERS

Afro American, Baltimore..... 189
Philadelphia Afro American..... 189
Richmond Afro American..... 189
Washington Afro American..... 189

NATIONAL NEWSPAPER REPRESENTATIVES

Paul Block and Associates....106, 107
The Branham Company.....106, 107
Bryant, Griffith & Brunson, Inc.106, 107
The John Budd Company.....106, 107
Burke, Kuipers & Mahoney, Inc. 106, 107
Conklin & Woodward.....106, 107
DeLisser-Boyd, Inc. 106, 107
J. J. Devine and Associates, Inc. 106, 107
Chas. H. Eddy Co., Inc.....106, 107
Kelly-Smith Company, Inc....106, 107
Fred Kimball, Inc.....106, 107
I. A. Klein, Inc.....106, 107
George A. McDevitt Co.....106, 107
J. P. McKinney & Son.....106, 107
O'Mara & Ormsbee, Inc.....106, 107
Prudden, King & Prudden, Inc.106, 107
Reynolds-Fitzgerald, Inc.....106, 107
Small, Brewer and Kent, Inc..106, 107
Story, Brooks and Finley, Inc..106, 107
Tenney, Woodward and Conklin, Inc.....106, 107
West-Holliday Co., Inc.....106, 107
Williams, Lawrence & Cresmer Co. 106, 107
John W. Woodward, Inc.....106, 107

NEWSPAPER ACCOUNTANTS

Circulation & Market Audits, Inc. 132
C. A. Petersen & Co..... 191

NEWSPAPER ARCHITECTS

Kruse & Parish..... 148

NEWSPAPER BROKERS AND APPRAISERS

Newspaper Appraisal Corp..... 128

NEWSPAPER CONSULTANTS

J. J. Harrington Associates..... 179
Van Benthuysen, Crystall & Co... 186

NEWSPAPER DEALERS

Hotaling News Agency..... 168

NEWSPAPER FOREIGN REPRESENTATIVES

M. D. Bromberg & Associates, Inc. 233, 238
Melchor Guzman Co., Inc..... 225
S. S. Koppe & Co. Inc. 226, 228, 232, 239, 241, 252
National Press Service..... 248
Joshua B. Powers, Inc. 227, 234, 235, 236, 241, 246, 252
Universal Publishers Representatives, Inc.....233, 234, 236, 241

NEWSPAPER LEADERS, AFRICA

The Argus Group of Publications, South Africa 252
Die Volkstem Pretoria 252

NEWSPAPER LEADERS, ARGENTINA

El Mundo, Buenos Aires 225
El Pais, Cordoba 226, 228
La Nacion, Buenos Aires 226
La Prensa, Buenos Aires 227
Pampa Argentina, Buenos Aires.. 226
Review of the River Plate, Buenos Aires 226
Rojinegro, Buenos Aires 226

NEWSPAPER LEADERS, BAHAMAS

Nassau Guardian, Nassau..... 226

NEWSPAPER LEADERS, BRAZIL

A Scena Muda, Rio de Janeiro ... 226
Eu Sei Tudo, Rio de Janeiro 226
Revista da Semana, Rio de Janeiro 226

NEWSPAPER LEADERS, CHILE

Cultura Comercial, Santiago 226
Don Fausto, Santiago 226
Ecran, Santiago 226
Elite, Santiago 226
El Mercurio, Antofagasta 226
El Mercurio, Santiago 226, 232
El Mercurio, Valparaiso 226
El Peneca, Santiago 226
Familia, Santiago 226
La Estrella, Valparaiso 226
La Prensa, Tocopilla 226
Las Segundas, Santiago 232
Las Ultimas Noticias, Santiago.226, 232
Lea, Santiago 226
Margarita 226
Mi Diaria, Antofagasta 226
Zig Zag, Santiago 226

NEWSPAPER LEADERS, CHINA

China Digest, Shanghai 226
Spotlite, Shanghai 226

NEWSPAPER LEADERS, COLOMBIA

Correo del Cauca, Cali 226
El Colombiano, Medellin 234
El Siglo, Bogota 233
Esfera, Bogota 233
Estampa, Bogota 233
La Patria, Manizales 226

NEWSPAPER LEADERS, CUBA

Avance, Havana 226
Carteles, Havana 235
Diario de la Marina, Havana 235
Ellas, Havana 226
El Mundo, Havana 226
Havana Post, Havana 226
Oriente, Santiago 226
Vanidades de Havana 234

NEWSPAPER LEADERS, CURACAO

Amigoe Di Curacao, Willemstad.. 238
La Cruz, Willemstad 238
La Union, Willemstad 238

NEWSPAPER LEADERS, DOMINICAN REPUBLIC

La Nacion, Ciudad Trujillo 236

NEWSPAPER LEADERS, ECUADOR

El Comercio, Quito 238
El Universo, Guayaquil 226
Ultimas Noticias, Quito 238

NEWSPAPER LEADERS, EL SALVADOR

Diario Nuevo, San Salvador 236

NEWSPAPER LEADERS, HONDURAS

Diario Comercial, San Pedro Sula 226

NEWSPAPER LEADERS, INDIA

Commerce, Bombay 248
Sainik Publications, Agra 226

NEWSPAPER LEADERS, MEXICO

El Universal, Mexico, D. F. 238
Grafico, Mexico, D. F. 238
Mexico Al Dia, Mexico, D. F. 238

NEWSPAPER LEADERS, NICARAGUA

Estrella de Nicaragua, Managua.. 226

NEWSPAPER LEADERS, NORWAY

Aftenposten, Oslo 246

NEWSPAPER LEADERS, PANAMA

Estrella de Panama, Panama 226
Mundo Grafico, Panama 226
Star & Herald, Panama 226, 239

NEWSPAPER LEADERS, PERU

El Comercio, Lima 226
La Cronica, Lima 226

NEWSPAPER LEADERS, PORTUGUESE EAST AFRICA

Lourenco Marques Guardian, Lourenco Marques 226, 252

NEWSPAPER LEADERS, PUERTO RICO

El Imparcial, San Juan 226

NEWSPAPER LEADERS, SO. AFRICA

Cape Province

Cape Argus, Cape Town 226, 252
Daily Dispatch, East London..226, 252
Daily Representative, Queenstown 226, 252
Diamond Fields Advertiser, Kimberley 226, 252
Die Afrikaner, Cradock 226, 252
Eastern Province Herald, Port Elizabeth 226, 252
The Midland News, Cradock..226, 252
Weekend News & Sunday Magazine, Port Elizabeth 226, 252

Natal

Natal Daily News, Durban ...226, 252
Natal Witness, Pietermaritzburg 226, 252
Natal Woman's Journal 226, 252

Orange Free State

The Friend, Bloemfontein 226, 252

Rhodesia

Bulawayo Chronicle, Bulawayo 226, 252
Southern Rhodesia Govt. Gazette, Salisbury 226, 252
The Rhodesia Herald, Salisbury 226, 252
The Sunday Mail, Salisbury..226, 252
The Sunday News, Bulawayo .226, 252
Umtali Advertiser, Umtali ...226, 252

Transvaal

Die Westelike Stem, Potchefstroom 226, 252
Gold Fields News, Barberton.226, 252
New Klerksdorp Record, Klerksdorp 226, 252
Potchefstroom Herald & Western Gazette, Potchefstroom.226, 252
Pretoria News, Pretoria 226, 252
South African Mining & Eng'n Journal, Johannesburg 226, 252
The Star, Johannesburg 226, 252

NEWSPAPER LEADERS, TRINIDAD

Evening News, Port of Spain 226
Sunday Guardian, Port of Spain . 226
Trinidad Guardian, Port of Spain 226

NEWSPAPER LEADERS, URUGUAY

El Plata, Montevideo 226
Mundo Uruguayo, Montevideo ... 226

NEWSPAPER LEADERS, VENEZUELA

Ahora and Elite Caracas 241
El Heraldo, Caracas 241
"Fantoches," Caracas 238
Panorama, Maracaibo 226, 241

NEWSPAPER LEADERS, WEST AFRICA

West African Review 226

NEWS SERVICES

United Press 257

NEWSPAPER LEADERS, UNITED STATES

Akron Beacon Journal 69
Albany Knickerbocker News....7, 61
Asheville Citizen-Times 140
Atlanta Journal 27
Baltimore News-Post 45
Bridgeport Post-Telegram 132
Brush-Moore Newspapers 75
Canton Repository 75
Chattanooga Times 142
Chicago Herald-American 1
Chicago Times 33
Chicago Tribune 31
Chippewa Falls Herald-Telegram 144
Christian Science Monitor Inside Front Cover
Cincinnati Times-Star 71
Columbus Dispatch 73
Dallas Morning News 91
Danville Commercial-News 7
Detroit Free Press 49
Detroit Times 51
East Liverpool Review 75
Elmira Star-Gazette 7
Ft. Worth Star-Telegram 143
Gannett Newspapers 7
Hartford Courant 133
Hartford Times 7, 21
Honolulu Star-Bulletin 134
Houston Chronicle 143
Ithaca Journal 7
Jersey City Jersey Journal..... 138
Johnstown Democrat 81
Johnstown Tribune 81
Los Angeles Herald and Express 131
Louisville Courier Journal & Times 43
Malone Telegram 7
Manitowoc Herald-Times 144
Marion Star 75
Massena Observer 7
Miami Herald 25
Milwaukee Journal 99
Newburgh-Beacon News 7
Of New England 199
New Orleans States 136
New Orleans Times-Picayune ... 136
New York Sun .....Back Cover
Ogdensburg Journal 7
Olean Times-Herald 7
Omaha World-Herald 138
Pawtucket Times 142
Philadelphia Evening Bulletin ... 83
Plainfield Courier-News 7
Portland Oregonian 79
Portsmouth Times 75
Providence Bulletin 87
Providence Journal 87
Roanoke Times & World-News... 144
Rochester Democrat-Chronicle ..7, 65
Rochester Times-Union 7, 65
St. Louis Post-Dispatch 55
St. Louis Star-Times 137
Salem News 75
San Antonio Express 146
San Antonio News 146
San Francisco Chronicle 17
Saratoga Springs Saratogian 7
Scranton Times 141
Shreveport Times 136
Steubenville Herald-Star 75
Superior Telegram 144
Syracuse Post-Standard 139
Troy Record 139
Two Rivers Reporter 144
Utica Observer-Dispatch 7
Utica Press 7

NEWSPAPER LINAGE

Media Records, Inc. 125

PRINTING INKS

Howard Flint Ink Co. 9
J. M. Huber, Inc. 259
Geo. H. Morrill Ink Co. 4
Transparent Printing Corp. 147

PRINTING MACHINERY ADVISERS

J. J. Harrington Associates 179

PRINTING PRESSES

Duplex Printing Press Co..... 2
Goss Printing Press Co..... 255
R. Hoe & Co. 120, 121
Wood Newspaper Machinery Corp. 10

RUBBER ROLLERS

Manhattan Rubber Co., Division.. 29
Rapid Roller Co. 163
Vulcan Proofing Co. 23

SPECIAL EDITIONS

Hudson DePriest 182
Leach, C. L. 185

TYPOGRAPHERS

David Reisz 181

MISCELLANEOUS

"Newsboys' World" Magazine 191
Postal Telegraph-Cable Co. 127
Seagram Distillers 105